

PRINTERS' INK

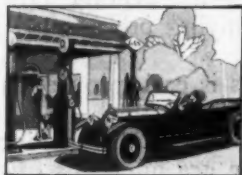
Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City



VOL. CXL, No. 2

NEW YORK, JULY 14, 1927

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B. A. I. S. 1915 with
N. W. Ayer & Son

"Intensive" is the word

UPWARDS of two and a half million motors hive in the territory in which Atlantic Gasoline distribution is fully organized. Each day many hundreds of thousands of them are refueled—and by far the greatest number with Atlantic "Gas."

What is it that draws the great majority of these motorists to Atlantic pumps?

There is a broad gauged good-will in this territory for Atlantic products and the organization which makes them—for they have never disappointed.

Demand has resulted in intensive distribution. There is always an Atlantic pump just ahead—and human nature can be counted on to do the human, natural thing.

The Atlantic Refining Company has been in the picture since the automobile's babyhood—setting the pace in every motor fuel development. Through Advertising Headquarters they have continuously hammered home the salient virtues of Atlantic Gasoline and Oils, with special emphasis given every Atlantic improvement.

Surely here are reasons enough why Atlantic leads every competitor in Atlantic territory.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



Why the Farm Market is Easier to Sell

The 1920 census shows that 50 per cent of our population lives either on farms or in towns of 500 population or less.

What is more—the average farm income has 50 per cent more buying power than the average city income.

Rural business is easier to get than city business, because it is more accessible.

Nearly 90 per cent of all farm income comes from 30 states. There are hundreds of counties in these states, where the average farm income is in excess of \$3,000. Iowa, alone, has 59 counties that average more than \$4,000 per farm. This is equivalent to \$6,000 in city income buying value.

These high-income farmers are easy to reach because they are concentrated in good counties. Even in such a rich farming state as Illinois, only 65 of its 102 counties are "good" agriculturally.

"The Other Half of America's Market"

That is the title of a farm marketing Atlas which we have published. It gives the average farm income from every county in the United States. It shows how the "good" counties parallel the circulation of the Standard Farm Paper Unit.

Copies of this book are being distributed by appointment to advertisers and advertising agencies.

Are you interested in new markets?

The **STANDARD FARM PAPER UNIT**

One order—one plate—one bill.

WALLACE C. RICHARDSON, Gen'l Manager

Chicago

Courtney D. Freeman, Western Mgr.
307 North Michigan Ave.

New York

Willard R. Downing, Eastern Mgr.
350 Park Ave.

San Francisco, Kohl Bldg.

Issued v
Publisher
June 28

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXL

NEW YORK, JULY 14, 1927

No. 2

The Sales Problems of Aviation

New Industry, Suddenly Showered with Capital, Is Now in Need of Sane Advertising and Selling Counsel

Based on an Interview by Albert E. Haase with

H. M. Bixby

Vice-President, State National Bank of St. Louis and President, St. Louis Chamber of Commerce

A SHREWD observer looking at aviation with a financial eye describes it as an industry which has grown overnight from a tin-cup solicitation basis to one that has but to name the amount of money it wants in order to get it. Ever since Col. Charles A. Lindbergh landed in Paris, the public has stood ready to give capital unsparingly to this new industry. It is the public's darling.

To a certain extent, the willingness of the American public to hand over money unstintingly to aviation is a good sign, in the opinion of H. M. Bixby, banker, experienced airplane pilot, and an original financial backer of Lindbergh's great flight from New York to Paris. The name of Lindbergh's plane, by the way—"The Spirit of St. Louis"—was given by Mr. Bixby.

"It is a good sign," he said, "in that it is in keeping with a sound American tradition. It means that private enterprise, pushed on by the possibilities of eventual profit, and not Government subsidies, will put aviation on a profitable commercial basis. We will have a stronger and better industry in this country, and we will arrive at that position sooner through the use of private funds than we would if we sat back and waited for the Government to foot the bill. Where private money is used to develop an industry, the problems that retard its growth are

met and overcome more quickly than when it leans upon the Government for its financial support."

The last issue of the Aeronautic Trade Directory of the U. S. Department of Commerce lists seventy-six manufacturers of air craft and sixteen operators of air transportation companies. I venture to say that the next annual issue of that directory will double those numbers and I offer the opinion that this trade directory, now a modest typewritten affair of thirty-one pages, will be quite a formidable piece of printed matter when issued a year from now.

The money which the public stands ready to pour into that industry will make it one of seemingly great proportions within a year. Already, men of wealth or men controlling the wealth of others have formed new aircraft companies and new air transportation companies. Securities of established aircraft businesses have risen from twenty to thirty points within a few weeks' time. Promoters, with experience in easy money in other fields fresh in their minds, are out selling blue-sky stocks to the gullible. Old and established businesses, with reputations gained in other fields of endeavor, are entering aviation with a bang. It appears as though aviation will have a superfluity of gold. There is no question that aviation needs money. There is doubt, however, as to whether

or not it now needs as much as its loving public wants to give it.

Most of the money that is available for the rapid expansion of this industry is money that expects and must have a return within a reasonable time. The prospects of such money obtaining any real return for some time to come are meager, says Mr. Bixby.

There is too much overhead in the aviation industry today, in his opinion. Col. Lindbergh concretely expressed that thought in a remark made during the course of his parade through the streets of St. Louis. An airplane of the Ford organization which had been flying overhead was described to him as "a great piece of work." "Yes," he said, "but too much overhead. Costs \$40,000. You can't carry passengers with a profit in that machine."

In addition to reduction of high overhead costs, aviation has a number of problems to overcome before it becomes commercially sound. It has the problem of having available and being able to support a sufficient number of trained pilots. It has the problem of getting air ports throughout the country. Both of these problems are to a considerable degree, taking care of themselves, due to the influence on the American public of Lindbergh's flight.

Consider, for a minute, how those two problems are taking care of themselves. In St. Louis, Chicago, Kansas City, New York, and in other large centers the enrollment at flying schools has increased by leaps and bounds. Last week, the Government announced that it had been swamped with applications for pilot licenses. Although there is every indication that widespread interest in aviation will for some

time supply these schools with raw material, nevertheless, they are not pinning their hope entirely upon that source of motive power. They are actively advertising the advantages of the flying profession and their particular ability to open the door to those advantages to qualified students. The advertising of some of these schools very

wisely reveals the fact that not anyone who offers himself will be enrolled. The Curtiss Flying School, for example, candidly states that enrollment is limited and will be confined to Reserve Officers Training Camp graduates and men with college educations or the equivalent.

Chambers of Commerce in every city and town, mindful of the fact that new modes of transportation

have a vital effect on the increase or decrease of population in any community, are actively interested in getting companies organized and financed to operate airports. The chambers of commerce are not alone in stirring up interest in airports. The subject is a live one for real estate dealers. They have very much in mind the thought that they might handle the transaction and the thought that property values in the immediate vicinity of an airport might be enhanced.

Important as these two problems are, they are of small stature in comparison with the problem of reducing overhead. That difficulty, when analyzed from all sides, is chiefly one of selling. A plentiful supply of trained pilots and an endless list of airports are of no great value unless both can be used profitably. The selling problem is thus of great importance. The problem is essentially this: *Aviation must know what its mar-*



Wide World

H. M. BIXBY

THE VOICE OF  VILLAGE AMERICA

The Home Made Loaf is still King

A RECENT survey of Christian Herald readers shows that 60% can and often do bake their own bread—and that just 2 Brands of Flour are used in 25% of their homes.

What further proof is needed of the fact that the Home Made Loaf is still king in the Christian Herald Household and that the printed word is read with responsiveness?

A big potential market for flour exists here, Mr. Flour man. May we explain why?

Christian Herald

Bible House, New York

Graham Patterson, Publisher

Paul Maynard, Advertising Manager

kets are and it must have a knowledge of what those markets want.

Opinion, everywhere, is that aviation has so worked out its own technical problems of manufacture that there is none better qualified than those now in this field to advise and consult on such matters. Selling, however, is a different subject. The men who must map out and carry through selling and advertising programs which will bring the overhead of the new industry to earth are not now in the industry in any appreciable number. They will be called from other industries. Most of them will come from the audience reached by PRINTERS' INK. It will be up to them to help reduce the overhead of the new industry and thus aid greatly in putting it on a sound commercial basis.

This is the primary reason why PRINTERS' INK has considered it advisable to give its readers a picture of the sales problems of this industry. There is another reason: A big scale and immediate development of aviation will mean new and immediate markets for manufacturers in many lines of business. There will, for example, be a market for the sale of air clothing for pilots and passengers. (A. G. Spalding & Brothers, a house with a reputation in sporting equipment, are already advertising and selling such clothing through a special aviation department.)

Mr. Bixby was sought out by PRINTERS' INK for information on the sales problems of aviation, not only because he knows aviation through practical experience and because he is a business man and banker, but for several other reasons as well. He knows the history and problems of modern transportation. (His father, W. K. Bixby, was the first president of the American Car and Foundry

Company and was, for many years, prior to his retirement from active business, a highly important figure in American railroading.) Another reason lies in the fact that

AIR MAIL

Overnight to New York and Eastern Cities **SHORTENS DAYS TO HOURS** 24 Hours to Pacific Coast Cities and Towns



TEN CENTS PER HALF OUNCE

Carries Your Message or Merchandise Anywhere in the United States

Air Mail has created a nation, changed method of conducting transcontinental business. Long detailed correspondence is being done here because your personal representative is hours instead of days. Can you afford to wait?

SCHEDULE: Read Mailing Time on any Mail Box in your Neighborhood.

| EAST | | WEST | |
|---------------------------|------------|---------------------------|------------|
| To: Chicago, Ill. | 7:15 P. M. | To: Chicago, Ill. | 7:15 P. M. |
| To: New York, N. Y. | 7:15 P. M. | To: New York, N. Y. | 7:15 P. M. |
| To: Boston, Mass. | 7:15 P. M. | To: Boston, Mass. | 7:15 P. M. |
| To: Philadelphia, Pa. | 7:15 P. M. | To: Philadelphia, Pa. | 7:15 P. M. |
| To: Washington, D. C. | 7:15 P. M. | To: Washington, D. C. | 7:15 P. M. |
| To: St. Louis, Mo. | 7:15 P. M. | To: St. Louis, Mo. | 7:15 P. M. |
| To: Kansas City, Mo. | 7:15 P. M. | To: Kansas City, Mo. | 7:15 P. M. |
| To: Omaha, Neb. | 7:15 P. M. | To: Omaha, Neb. | 7:15 P. M. |
| To: Denver, Colo. | 7:15 P. M. | To: Denver, Colo. | 7:15 P. M. |
| To: Salt Lake City, Utah | 7:15 P. M. | To: Salt Lake City, Utah | 7:15 P. M. |
| To: Portland, Ore. | 7:15 P. M. | To: Portland, Ore. | 7:15 P. M. |
| To: San Francisco, Calif. | 7:15 P. M. | To: San Francisco, Calif. | 7:15 P. M. |
| To: Los Angeles, Calif. | 7:15 P. M. | To: Los Angeles, Calif. | 7:15 P. M. |
| To: San Diego, Calif. | 7:15 P. M. | To: San Diego, Calif. | 7:15 P. M. |
| To: Honolulu, Hawaii | 7:15 P. M. | To: Honolulu, Hawaii | 7:15 P. M. |

—and all transients and offshore rates and more.

For further information please write, postoffice or Air Mail Office—Hicks 1706.

Is Your Air Mail Service too slow? Did you send your mail over 100,000 miles without the use of a single hour? The standard Air Mail, U. S. A. Standard, one of the Air Mail plans, is a living example of the type of service you can get your message by day and night.

Do your part in establishing AIR MAIL permanently. It is the safest, cheapest and simplest method of delivery.

Your attention is called to the fact that the Air Mail is not a guaranteed service. It is a service which is subject to change without notice.

ONE OF THE NEWSPAPER ADVERTISEMENTS PAID FOR BY SEVERAL LOCAL ST. LOUIS BUSINESSMEN IN THE INTEREST OF AIR MAIL

Mr. Bixby is one of the PRINTERS' INK audience and consequently knows what that audience is.

Proper market analysis, in Mr. Bixby's opinion, is of the utmost importance to aviation. "There will be no flivvers of the air," he said. "Whenever a group of men get together and talk about aviation someone is certain to say something about 'flivvers of the air.' There are, at present, no possibilities of a widespread mass market for aviation. The product will not be sold that way.

"At this time, the primary market in this country for commercial aircraft is that market which is

(Continued on page 165)



Come and get it!

Eats are the biggest thing in the picture for these fellows. But that's only part of the picture for you. Look at their cooking equipment. Look at their tent. Look at their clothes. Mother didn't go shopping with them. Neither did their dads buy for them. These intrepid campers buy on their own. And why not? They're near-men. Your equal in everything but years.

What's more, they're mighty particular when they *do* buy. They're quick to praise or pan a product, and know what they're talking about. They eat tons of food. They wear out four or five pairs of shoes a year. Their market ranges from camping togs to tuxedos and everything along the line. These chaps are typical of 500,000 readers of *THE AMERICAN BOY*, 80% of whom are of high school age . . . averaging 15½ to 16 years of age, weighing in at 115 pounds.

Here is a man-sized market. An enthusiastic market. Its near-man members buy everything that men do. Tell the story of your product in the advertising columns of the publication which covers this market. Give the 500,000 readers of *THE AMERICAN BOY* a chance to "come and get it!" Copy received by August 10th will appear in October.

The **American Boy**
Detroit Michigan

J. WALTER THOMPSON COMPANY

Through five strategically located offices in the United States, and through six foreign offices which cover Europe with equal thoroughness, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.



NEW YORK

GRAYBAR BUILDING
420 LEXINGTON AVENUE

CHICAGO

WRIGLEY BUILDING
410 NORTH MICHIGAN AVENUE

BOSTON

80 BOYLSTON STREET

CINCINNATI

FIRST NATIONAL BANK BUILDING

SAN FRANCISCO

KOHL BUILDING

LONDON

BUSH HOUSE
ALDWYCH, W. C. 2

MADRID, SPAIN

PI Y MARGALL 5

COPENHAGEN, DENMARK

AXELBORG

BERLIN, GERMANY

SCHENKER HAUS
UNTER DEN LINDEN 39

ANTWERP, BELGIUM

107, PLACE DE MEIR

ALEXANDRIA, EGYPT

12, RUE CHERIF PACHA



How to Answer the Professional "Product Plugger"

What the Makers of Paris Garters Told a Comedian Who Wanted Pay for Mentioning Their Product from the Stage

MANY manufacturers of advertised products are regularly in receipt of offers from professional entertainers of one sort or another to feature or mention their products on the stage for a money consideration. For this reason, the correspondence which follows should prove helpful by way of suggesting one good way to answer propositions of this nature.

The idea that a national advertiser of an article of general consumption considers it advantageous to sales to have a comedian work the name of his product into a gag or a wise-crack for the purpose of getting a laugh from an audience might be termed theatrical astigmatism. Tin Pan Alley has its "song pluggers"—professional singers who are paid by the song writer or publisher to sing certain songs in public in order to popularize them—and it is possible the term, "plugging a song," is responsible for the idea that products may be "plugged" as well as songs. The theatrical astigmatism consists in the failure to see that the song is unknown to start with, whereas the product starts with an advertising reputation which renders the "plugging" valuable to the "plugger" and of very questionable value to the maker of the product.

Here is the letter addressed to the advertising manager of A. Stein & Company, written by a vaudeville monologue artist, whose name is withheld:

Dear Sir:—

You will recall having sent me, in September, a pair of your "Paris Garters," at the suggestion of your California salesman, who, in attending a performance at the Orpheum Theater in San Francisco or Los Angeles, heard me giving your product an advertisement in the course of my act. The mention I make of same is as follows:

"The modern girl has no use for hair pins or corsets. That's why, instead of flappers, I call them 'Paris Garters,' because no metal can touch them."

I am completing a tour of forty-three

and one-half weeks, during which the above mentioned advertisement has been put by me to a trifle better than 100,000 people. You will admit this to have been a very wonderful "plug" for you.

Don't you honestly think I am entitled to something more substantial than just one pair of garters?

I am already booked for a tour commencing September 5, and if you make it worth while I will continue to use this line in my act. As I am in the habit of altering and changing my monologue each season, it is optional with me what to retain and what to eliminate.

It is needless to say that a full-page advertisement in some periodical, even with a greater circulation than 100,000, cannot do you as much good as the spoken word from the stage of a theater. The latter they are compelled to hear, whereas the former can be skimmed over!

Looking forward to hearing from you, and possibly receiving a check for my past efforts, as well as what I am capable of doing for you in the future, I am

Most sincerely,

In reply to which, the actor received the following:

Dear Mr. _____

When we sent you a pair of Paris Garters, some time ago, we did so, as you state, purely at the suggestion of our salesman who enjoyed your act and who desired us to send you a complimentary sample of our product. We did not intend to pay you for this so-called advertising. In fact, we were under the impression that the theatrical profession was above such practices.

There are dozens of people making reference to Paris Garters in their stage work, today, and using either our slogan, "No Metal Can Touch You," or, "If garters were worn around the neck, you'd change them frequently." In fact, there is one man appearing now who gets a big laugh, he tells us, because he wears a garter around his neck which he had specially made for this purpose.

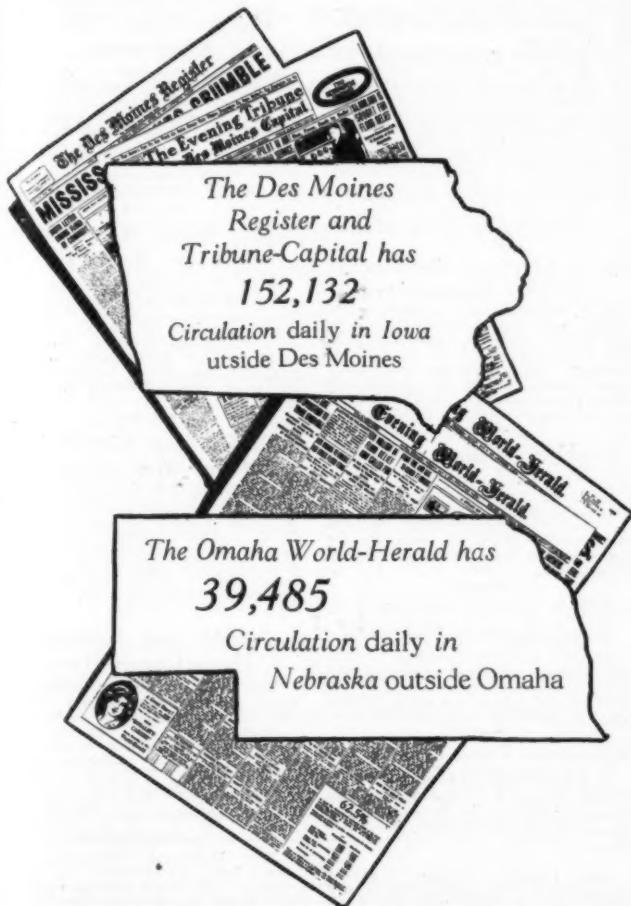
We believe that the entertainment value in a humorous reference to an advertised product totally eclipses the advertising value. People go to the theater to be amused and although a product may be mentioned from the stage, our opinion is that the advertising value of such reference is very limited. Inversely, the laugh-provoking qualities of a reference to an advertised product depends solely upon how well known that product already is.

We feel that the mention of Paris Garters, if it gets a laugh for you, is of more value to you than it is to us.

Further evidence that *The Des Moines Register and Tribune-Capital* has the

Most Thorough Coverage of any Middle-Western Newspaper

is shown in comparison with the Omaha World-Herald. Note that The Register and Tribune-Capital daily has 112,647 more circulation in Iowa outside Des Moines than the Omaha World-Herald has in the state of Nebraska outside Omaha.



The Des Moines Register and Tribune-Capital
 229,491 April Net Paid Daily Average

This conclusion has not been arrived at in an arbitrary manner, nor in a desire to depreciate your intention but rather to state our position. Since we expect no remuneration from you for your use of our trade name, and the way you capitalize on our slogan, which has cost us a fortune to popularize, we feel that you should not expect us to pay you because you deem it advisable and profitable to make use of our name and slogan in your work.

Finally, we are opposed to paying for testimonials of any nature. We hold that a man's opinion is a sacred thing and whether it be favorable or unfavorable to our products, we are not going to lend ourselves to the questionable procedure of paying for his goodwill or support.

We have gone to some length in this letter to state our position, because we feel that a better understanding of the real ethics of this situation would be a help to advertising in general and to honest advertisers in particular. We know that upon reconsideration you will see this matter in a different light and we will be glad to have you tell us that you agree with our views.

A. Stein & Company,
Joseph M. Kraus,
Advertising Manager.

W. J. Mattimore Returns to Chrysler Corporation

W. J. Mattimore has returned to his former position of advertising manager of the Chrysler Corporation, Detroit. He succeeds C. E. T. Scharps, resigned. Mr. Mattimore was advertising manager of the former Maxwell Motor Corporation. In 1925 he entered the real estate business.

Brooklyn "Times" Appoints L. L. Rood

Leslie L. Rood has been appointed advertising manager of the Brooklyn, N. Y., *Times*, succeeding William Horner. Mr. Rood has been for the last ten years with the Scripps-Howard organization.

Bell & Howell Account for Henri, Hurst & McDonald

The Bell & Howell Company, Chicago, manufacturer of Filmo motion picture equipment, has appointed Henri, Hurst & McDonald, advertising agency of that city, to direct its advertising account.

Kalamazoo Loose Leaf Bought by Remington-Rand

The Kalamazoo Loose Leaf Binder Company, Kalamazoo, Mich., has been bought by Remington-Rand, Inc., New York.

The Lighting Specialty Company, Brooklyn, N. Y., manufacturer of spotlight reflectors, has appointed J. X. Netter, Inc., New York, advertising, to direct its advertising account.

Luke Lea and Rogers Caldwell Buy Atlanta "Constitution"

Luke Lea, publisher of the *Nashville Tennessean*, and Rogers Caldwell, who was associated with Mr. Lea in the purchase last May of the *Memphis Commercial Appeal and Evening Appeal*, have bought the *Atlanta Constitution*. Clark Howell, Sr., publisher and editor of the *Constitution*, and Clark Howell, Jr., business manager, will continue in the same capacities. No important change in management or policy is contemplated. The *Constitution* was founded in 1868.

Chicago "Daily News" Appointments

James L. Houghteling has been elected vice-president and treasurer of the *Chicago Daily News*. He succeeds Hopewell Rogers, whose resignation was reported in a previous issue of *PRINTERS' INK*.

James N. Shryock, business manager of the *Daily News*, has, in addition, been elected secretary and a director.

Sedley Brown Advanced by Dodge Brothers

Sedley Brown has been made director of advertising of Dodge Brothers, Inc., Detroit, succeeding Henry J. Koch, resigned. Mr. Brown has been with the Dodge company for many years. Howard E. Sneathen has been appointed director of commercial car and truck sales, succeeding F. R. Valpey, resigned.

R. B. Flershem, Vice-President, Marine Trust Company

Rudolph B. Flershem, vice-president and general manager of sales for the American Radiator Company, Buffalo, N. Y., has been appointed a vice-president of the Marine Trust Company, of that city. He will assume his new duties on September 1. He joined American Radiator in 1901.

Portable Boat Account for Hurja-Johnson-Huwen

The Karboat Manufacturing Company, Chicago, manufacturer of portable folding boats, has appointed Hurja-Johnson-Huwen, Inc., Chicago, advertising agency, to direct its advertising account. Outdoor magazines will be used.


New Account for Williams & Cunyningham

The McDougall Company, Frankfort, Ind., manufacturer of kitchen cabinets and other kitchen equipment, has placed its advertising account with Williams & Cunyningham, Chicago, advertising agency.

More Than One Half Million Wisconsin Readers Every Day

Dressing Up Their Sales Records

THIRTEEN of the 16 national men's wear advertisers in Milwaukee newspapers during 1926 used The Milwaukee Journal *exclusively* to sell a maximum volume of goods in this rich and stable market at one low advertising cost per sale. The remaining three concentrated from 61% to 80% of their total appropriations in The Journal.



| | |
|--|------|
| Knit Underwear Manufacturers | 100% |
| B. V. D. Company, Incorporated | 100% |
| Cluett, Peabody & Company | 71% |
| Eagle Knitting Mills | 100% |
| Earl & Wilson, Incorporated | 100% |
| Glastonbury Knitting Company | 100% |
| Hart Schaffner & Marx | 61% |
| Hewes & Potter, Incorporated | 100% |
| P. H. Hanes Company | 100% |
| Geo. P. Ide Company | 100% |
| Chas. Kaufman Bros. Company | 100% |
| Phillips-Jones Corporation | 80% |
| Phoenix Hosiery Company | 100% |
| Sealpax Company | 100% |
| Silverstye Company | 100% |
| A. Stein & Company | 100% |

The most successful advertisers in all lines use The Journal alone to thoroughly cover and sell the reliable Milwaukee-Wisconsin territory.

THE MILWAUKEE JOURNAL

W FIRST BY MERIT W

Read by More Than Four Out of Five Milwaukee Families

We Build a City of Youth

FOR many years The Chicago Daily News has been building a CITY OF YOUTH to keep itself young . . . young purpose and practices . . . young in its appeal to the young heart and vigorous mind of every generation.

Many newspapers seek to appeal to youth. In no newspaper in America, we believe, is this appeal so answered in terms of actual enrolled following as in The Daily News.

For behind The Daily News is one of the greatest bodies of ORGANIZED youth in the world, a veritable metropolis 21 years old, with a registered population of more than 270,000. Many newspapers claim youthful readers. The Daily News has an enrolled nucleus greater than the population of all but 2 actual cities of the United States as proof of its remarkable following among the young hearts and young minds of Chicago.

This CITY OF YOUTH is built upon three activities sponsored by The Daily News, unique in their program, record breaking in their size:

Topsy Turvy Time, probably the largest radio club for boys and girls in the world, with a registered membership of 225,000, its own hour of broadcast over The Daily News Radio Station, WMAQ, and its own newspaper on the back page of The Daily News. As an evidence of its loyalty and responsiveness it raised over \$5,700 toward The Daily News \$113,500 Mississippi flood relief fund.

Wide-Awake Club: A 21-year-old organization for older boys and girls with a membership of over 36,000 and its own weekly page in The Daily News.

THE CHICAGO

Member of The 100,000 Club

Advertising
Representatives:

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Loeb
360 N. Michigan

Average Daily Net Paid Circulation for September

Yh to Keep Us Young

a building
young
the young

newspaper
terms

bodies of
metropolitan
270,000
News has
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able for
Chicago

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records

boys
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News
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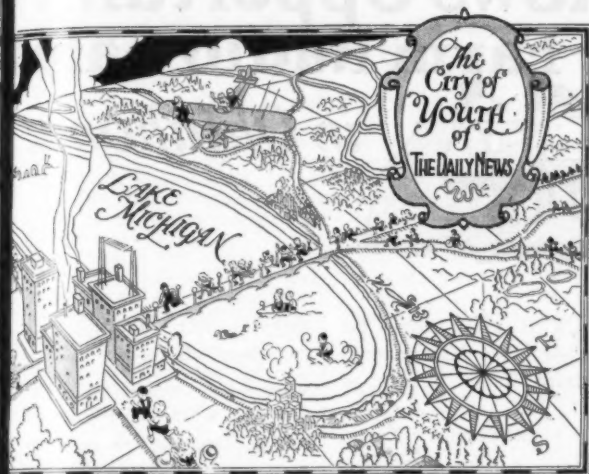
older
its

GO DAILY NEWS

100,000 of American Cities

CHICAGO
Woodward & Lothrop
Michigan

for



A citywide program of park and playground competitions which in 1926 had an entry list of over 9,000 and an attendance record of hundreds of thousands.

THE CITY OF YOUTH graduates its thousands into the ranks of adult readers yearly. They carry with them a continued appreciation and enjoyment of the newspaper that made their youth joyous.

Through this CITY OF YOUTH The Chicago Daily News deepens the foundations of prestige and security increasing and strengthening that loyal lifetime readership that is distinctive characteristic of

CHICAGO
Woodward & Lothrop
Michigan

DETROIT
Woodward & Kelly
Fine Arts Building

SAN FRANCISCO
C. Geo. Krogness
253 First National Bank Bldg.

Months Ending June 30, 1927, 441,414

U.S. Dept. of Agriculture

Shows Opportunity for Farm Radio Sales in Oklahoma!



FIGURES taken from the United States Department of Agriculture Radio Survey of April 1, 1927, show a 167% increase in the number of farm radio sets in Oklahoma from January, 1925, to April, 1927. The survey shows 10,164 sets on Oklahoma farms in January, 1925, and 27,094 sets in April, 1927. Even with this big increase the Oklahoma radio market is still untouched. The survey shows that only 14% of the Oklahoma farmers now have radio sets.

Babson, Nation's Business, Forbes, and other business au-

thorities place Oklahoma in the "excellent" business area and predict good business for those who go after it. Oklahoma's wheat crop, the first of its big 1927 crops, is now putting millions of dollars into Oklahoma farmers' pockets.

If you want to take advantage of Oklahoma's prosperity, if you want to sell radios in this big agricultural state—use the Oklahoma Farmer - Stockman, Oklahoma's only farm paper. It is read by 177,456 farm families each issue.

Carl Williams
Editor

**THE OKLAHOMA
FARMER-STOCKMAN**
Oklahoma City

Ralph Miller
Adm. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY

New York

Chicago

Detroit

Kansas City

Atlanta

San Francisco

Rating Scales or Common Sense to Determine Sales Efficiency?

This Seasoned Sales Executive Protests against Attempts to Standardize Salesmen by Highly Scientific Methods of Analyzing the Man and the Job

A New York Sales Manager

AFTER hiring, training and coaching over 600 road and over 200 inside salesmen, I have come to certain conclusions with which I think most veteran sales executives will agree.

The first is that there are not enough perfectly balanced salesmen to man *one* manufacturer's large sales force—and there are many manufacturers. The second is that there are not enough men who can be developed into well-balanced salesmen to go around. The third is that while there are many salesmen who might possibly be developed into well-balanced salesmen, there is only a small percentage of these who will so quickly and easily respond to treatment that sufficient high-executive time can be wisely expended in this direction.

This naturally leads to another conclusion—that it is possible for a salesman to be decidedly successful without being well-balanced, if only his strong points are developed to the highest degree and his weak points reduced to the point where they are at most only mildly detrimental.

My hat is off to the sales executive who is capable of passing upon the efficiency of the individual salesman by any other method than gauging it by the salesman's *profitable sales*, taken in connection with the salesman's opportunity.

In interpreting from a scientific calculating standpoint to determine the efficiency of a salesman on the job, it is only fair to him to make sure that the job itself has been thoroughly and accurately analyzed. Until it is known exactly what is expected of the efficient salesman, it is certainly inhumane as well as unwise to determine

whether or not a human being is doing as he should do.

Example could be piled upon example to prove that, within reasonable limits, there is a sound personality factor in selecting the man for the task—or, better still, selecting the task for the man. I have not yet reached the point that has led me to select a man with wavy, brown hair and long, pointed fingers to sell Specialty "A" to the trade, and an albino with three ears to sell Specialty "B."

Through a financial interest in a number of our subsidiary merchandising companies which operate separate sales forces, as well as outside investments which keep me in touch with the marketing of bulk as well as branded products, I have opportunity to see various efficiency tests constantly in the process of being applied. That is why, perhaps, we are most specific in our laying down of the definitions of the responsibilities and duties of the salesman.

SPECIFIC DUTIES

Written in a general document ten years ago, we now have in our parent company eight separate general statements of such duties, and in addition, it is the duty of our sales managers to delineate exactly the specific individual duties and responsibilities of each man. This is done once a year, and even a veteran of twenty years' standing receives before his first trip of the year a statement of his responsibilities and duties for the ensuing year.

Of course, management officials will smile and see in this a conscious endeavor to make our sales managers and our salesmen think along lines which will relieve

me of detail management by encouraging self-management. Confessedly this is the case—but it is only a part of the case. For I firmly believe that if a man is given a task to do he should know exactly what the task is; the conditions under which he is to accomplish it and the time element as seen through our eyes.

This latter feature is important, and, I fear, commonly overlooked. A salesman is sent into perhaps virgin or, at least, highly competitive territory. He is told that he is being sent there to accomplish this-and-so. The inference is that he is to accomplish it in his first year, if no other time limit is set. Yet in the sales executive's mind it is going to be a long struggle. Even the sales promotion work has been built, not for a "flash," but for the long haul. Unconsciously, but cruelly, the sales executive has told one of the contestants in a three-legged race to sprint—and the other contestants simply to run.

Just what this means in real life is shown when the salesman, keyed up to quick accomplishment of a difficult task, finds in the field that he can accomplish rapidly only by tremendously greater investment in sales co-operation than he has been granted. He buckles down and solves the problem of rapid development. Then comes the battle between the salesman and the house. The house is looking for a victory only after a long struggle. The salesman has by this time sold himself that the job can be accomplished quickly if—. The only fortunate part of this type of situation is that frequently the salesman is able to convince the house that he is right, and that the job can be accomplished rapidly, provided he is backed up.

But the sad part of it, to everyone who loves his fellow-beings, is that for one case of that kind there are nine cases where the salesman's ambition is fired only to be extinguished by the failure of his house to follow through, or belatedly to acquaint him with exactly what it expects, from the time standpoint—and to sell him the superior wisdom of its initial

(unmentioned) planning, as against his field analysis and recommendation.

One of the most interesting fortnights that I spent in the last five years was with a brilliant sales executive who came to us through the purchase of a subsidiary company. The president of that company retired, but not before telling me that in his judgment this sales manager was "head and shoulders the best man in the country in his field," and that one of his reasons for selling out to us was the fact that he (the president) felt that he could not give him enough scope for his abilities.

I shall not dispute the judgment passed. But I do know that if I had taken this sales executive and given him the reins of our parent organization the one immediate effect would have been wholesale resignations—if I had backed him up.

Yet as a salesman he was respected and even admired by the sales force he brought to us by the very methods which would have been so detrimental to the interests of the parent company. He was an efficient selector and trainer of efficient salesmen. His sales costs are the most remarkably low of any that I have ever seen. But nowhere in the philosophy of the sales executive's work was included unusually high earnings for any member of the sales force.

He wanted men whose judgment could be trained to his, and who would be loyal to his judgment as well as to his ability and integrity. He would take a territory, put on one salesman, and within five years have eight salesmen in that territory, all earning between \$4,000 and \$6,000 over expenses—and have all of these men satisfied. Yet we count as our most valuable men those who earn from \$12,000 to \$18,000—admittedly high year-in-and-year-out earnings for a salesman and 50 per cent higher than are paid—with a handful of exceptions—by any of our competitors.

Let me be perfectly frank in my judgment of this sales executive.

He is a wonder in developing average to less-than-average talent into decidedly above average talent. He takes the man who without his dynamic guidance would be both low and inefficient in effectiveness, and makes him into a brilliant producer, molded, however, to a form which will never produce the biggest of big things in a sales sense.

In his development of a sales force he could sleep nights without worries—something that our parent company sales executives may do 300 nights out of the year, but not the other sixty-five or sixty-six. For we have in our parent company marvelously inefficient salesmen, so far as balanced efficiency is concerned, and who are literally geniuses, both in the insurmountable obstacles they surmount and the incredible depths into which they dive by leaping before they have looked, and from which we must rescue them.

ABSURD STANDARDIZATION

I spoke of a remarkable fortnight with this young sales executive. I took him to my camp in Maine and, as we tramped and as we sat before the fireplace, he told me exactly what he would do if he were placed in ranking charge of the marketing of our parent and subsidiary companies. He knew the United States, from a merchandising standpoint, as it is given few men ever to know it. He could reel off county after county, giving present and past conditions, and probable future conditions, based on sound statistics soundly associated in his mind with our problem. He knew the practices, not only of our industry, but of allied and non-competitive industries, in matters of salesmen's compensation—including expenses—in routing—in general theory of coverage—in strength and in weakness. But his strength for us lay, in his mind, in gaining an intensive standardized coverage.

He would find places for some of the best of our high-salaried men by opening new branches and holding them responsible for both office and field duties. Without

emotion, he said that as a newcomer he could be held responsible for swinging the axe that would decapitate any surplus over absolute needs of high-salaried men on our sales force. Then he painted the picture of 200 standardized salesmen calling upon the trade, supported by 400 specialty men and 250 demonstrators.

He proved on paper that this force could be operated at less expense than our existing force—far less in number. He took our absurdly high expense allowance and their equivalents and threw them on the scrapheap. He took city after city, showed the hotel at which our men were stopping—and the rates—and the hotel at which his men of the future would stop—and their rates. He handed me a loose-leaf binder giving 350 different daily menus, tabulated to show calories and prices. Then he took another binder and showed me one salesman's layout of hotels and places to eat.

VALUE OF FREEDOM

Efficiency reached far in this case—and, I must confess, amazingly well. For I honestly believe that the salesman under his "hotel and meals routing" would have his comfort and his palate better served than a great majority of our men paying twice as much per year. But what our efficient friend overlooked was the value to the house of permitting salesmen freedom of action when they are of a type that loses self-respect without freedom of action within reasonable bounds.

This young executive, in our employ, is "head and shoulders the best man in the country in his field." He is in charge of our specialty men and demonstrators. This is a type of work which requires by its very volume and meager direct returns the highest degree of efficiency to show a paper profit. It deals with men who must be guided minutely and stimulated constantly. It calls for the training of judgment to a common standard—even though we know that the best of these men will later rise to become

seniors and develop the ability to stand on their own feet and develop their own methods.

Because we never permit this division to hold men of talent more than the first year, we have our cake and eat it, too; in that we develop the efficiency side of the salesman but do not continue this into a standardized mold. It really means a twelve-month training period for these men, instead of the previous five weeks.

Let us take it for granted that the good salesman has ambition. His ambition is to grow in earning power and in standing with his house, and to stand high with those with whom he comes in contact. But it is going far afield to express the belief that the average man destined to be a good salesman welcomes rating scales as a method of reaching this goal. He may accept them, if there is no better road to his ambition. He will without open friction, if the individual sales executive has a rare personality. But underneath the skin he feels a type of humiliation. Six hundred of "him" have told me so within a year, based on their knowledge of salesmen working for companies where rating scales and rating sheets are used.

It is a whole lot more satisfactory, and to my mind decidedly more profitable, to record our salesmen as our associates in the endeavor to build profits legitimately and to work for them and with them, and to have a whale of a lot of fun in trying to make ourselves better able to help them, as well as to make them help us.

Westinghouse Appoints P. D. Cravath

Paul D. Cravath, general counsel of the Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa., has been chosen as acting chairman of the company to succeed the late Guy E. Tripp.

Sherwood Smith with Calkins & Holden

Sherwood Smith, for the last two years advertising manager of *Harper's Bazar*, New York, has joined the staff of Calkins & Holden, Inc., New York.

Clarksburg, W. Va., Publishers Merge

The Clarksburg Telegram Company, publisher of the Clarksburg, W. Va., *Telegram* and The Exponent Company, publisher of the Clarksburg *Exponent*, have been consolidated as the Clarksburg Publishing Company. The *Telegram* continues as an evening newspaper and the *Exponent* as a morning newspaper. The Sunday issues of the two newspapers have been combined as the *Exponent-Telegram*.

The Devine-Wallis Corporation, publishers' representative, has been appointed national advertising representative for both the *Telegram* and the *Exponent*.

Collins & Aikman in Textile Merger

The Collins & Aikman Corporation has been formed to take over the business of the Collins & Aikman Company, New York, manufacturer of Ca-Vel velvets, and three other companies. These companies are A. T. Baker & Company, Inc., New York, a subsidiary; the Cranston Worsted Mills, Bristol, R. I., and Fred Pearson & Company, Philadelphia.

W. R. Wright Appointed by Richmond "Times-Dispatch"

William R. Wright has been appointed assistant publisher of the Richmond, Va., *Times-Dispatch*. He was formerly vice-president of Emerson B. Knight, Inc., Indianapolis. He had also been advertising manager of the *Kansas City Journal*.

Advanced by Rochester "Democrat and Chronicle"

Frederick E. Hussey, assistant advertising manager of the Rochester, N. Y., *Democrat and Chronicle*, has been made advertising manager.

Indiana Truck Account to Lamport-MacDonald Agency

The Indiana Truck Corporation, Marion, Ind., has appointed the Lamport-MacDonald Company, South Bend, Ind., advertising agency, to direct its advertising account.

R. T. Romine Advanced by Hudson Motor

R. T. Romine, sales manager of the Hudson Motor Car Company, Detroit, has been appointed general sales manager. He now has charge of all domestic and export sales.

Sales Manager of American Tobacco Made Director

Vincent Riggio, sales manager of the American Tobacco Company, New York, has been elected a director.



Ask me another—

Through which Philadelphia newspaper can you reach “nearly everybody” in Philadelphia, Camden and their suburbs at one cost?

3,005,090 people live and buy
in the Philadelphia retail area.
One newspaper sells 546,527 copies daily

REPEAT ORDERS

PROVE VALUE OF
COLOR PAGES IN THE

NEW YORK EVENING JOURNAL

Value in advertising is best written in terms of repeat business. To date 40% more color pages have been bought than were purchased *all* of last year.

70% of them are renewals from advertisers who have previously used color pages in the New York Evening Journal.

With the *only color available* in New York daily papers you can lift up your sales by dominating the largest Evening Circulation in America, covering 40% of the largest market in the world.

Color pages cut your cost to sell. New dealers can be secured more easily and old dealers' interest quickened. The initial orders are greater and repeat orders are larger.

Color lifts your product above all competition, secures dominance, increases movement of goods and adds emphasis and interest to the balance of your schedule.



RCOLOR PAGES

HAVE BEEN USED SUCCESSFULLY
IN THE WORLD'S LARGEST MARKET

THE FOLLOWING ADVERTISERS—

Ice Foote MacDougall
Coffee
Kite Radio Access-
ories
Cigarettes
Canada Dry Ginger Ale
Ceramy Face Cream
Chevrolet Motor Cars
Shipso
Malt
Cigarette Products
Angoleum
Coco

Erector Toys
Farland Speaker
Freshman Radio
Insulite
Lemado
Lionel Trains
Mavis (Chocolate Drink)
Maxwell House Coffee
Murphy's Oil Soap
Napolin Tissue
Onyx Hosiery
Pabst-ett
Pillsbury Pancake Flour

Reis Underwear
S.O.S. Cleaner
Squibbs' Shaving Cream
Sumoro (Orange Juice)
Vogue Ice Cream
Westinghouse Electric
Wheatworth Flour
White Rose Bread
Willys-Knight Auto-
mobiles
Willys-Overland Auto-
mobiles
X-Bazin

CIRCULATION FOR SIX MONTHS ENDING
MARCH 31st, 686,740 DAILY NET PAID

More circulation than the Evening World
and Sun combined—PLUS 113,816

NEW YORK EVENING JOURNAL

Greatest circulation of any evening newspaper in America and a
QUALITY circulation at THREE CENTS a copy daily and
FIVE CENTS a copy Saturday

913 Hearst Building
Chicago, Ill.

2 COLUMBUS CIRCLE
New York City

General Motors Building
Detroit, Mich.



When in Detroit Do as Detroiters Do

Detroit News
Gain In Local
Advertising
Between 1921 & 1926
4,305,000
Week Days

Here are two circles showing relatively the volume of local merchants' advertising gains, made by Detroit's two evening newspapers between 1921 and 1926.

2nd
Evening
Medium's
Gain

Six to One

IN the employment of advertising media the Detroit merchant has eliminated the rule of thumb forever. His choice of media is governed by actual results per dollar spent and the cash register stands immutable guard against individual vagaries, prejudices and unscientific judgment.

When, therefore, the Detroit merchants show a solid front in their increasing employment of The Detroit News as their sales medium it is significant. In every class of local advertising The Detroit News is the outstanding leader. It carries regularly more local advertising than both other Detroit newspapers combined, and during the five years between 1921 and 1926 it gained 4,305,000 lines of local advertising. This gain was six times that made by the present second evening paper over the second evening paper of five years ago.

This gain indicates increasing concentration of local advertising into The Detroit News and there can only be one reason for such mass concentration—which is results.

The Detroit News

For 54 Years Detroit's HOME newspaper

354,000 Sunday Circulation

321,000 Weekdays (6 Days)

Building a Short Line in a Long Line Field

How W. & J. Sloane Investigated to Find the Fastest Moving Items

By E. G. Tuttle

Advertising Manager, W. & J. Sloane

THE company that sets out in a competitive field where custom dictates a long line to serve a wide market is frequently faced with the problem of determining just how short the new line shall be. How can it judge accurately what items will prove popular and thus meet the desires of the greatest number of consumers? How can it show the dealer that the short line, with its greater turnover, will be more profitable to him than the long line with its greater variety of items?

This, briefly, was the situation in which W. & J. Sloane found itself in the fall of 1924 when it decided to enter the manufacturing field and to produce its own linoleum under its own trademark. The problem was to select a limited number of patterns for the new line that could be manufactured with reasonable assurance that they would sell and with reasonable assurance that such a short line would provide business for the dealer that would measure up to the business provided by the longer lines of other manufacturers.

We wanted to eliminate chances, hunches and guesswork as far as possible. We did not want to rush to the fore with a variety of designs only to have them fail to meet with popular approval. So we determined to employ research to find for us that limited number of patterns which would sell over a wide market and which would make up a fairly short line that would adequately meet trade needs.

What we did during the course of this research to evolve a method of predetermining within close limits, and with a considerable degree of accuracy, the salability of proposed items in the line may indicate to other manufacturers in other fields what they, too, can do

to eliminate plain guesswork in preparing for their market.

For more than forty years our company has been closely allied to the linoleum industry as a selling agent. We have learned that, generally speaking, linoleum sells on four points: quality, price, design and color. Each of these considerations varies in importance with the individual store that sells the goods, but design and color we believe, are usually the foremost considerations. It goes without saying that quality comes first, but we can leave that out of the discussion except to say that we took care of this factor by building a brand new factory and incorporating in it all possible manufacturing improvements.

RESEARCH STARTED NEXT

So our thought was turned toward determining designs and colors that could be assembled into a quick selling and short line whose appeal would be as wide as possible. At this point our research began.

The first step was to analyze the sales which we, as agents, had made in 1924 direct to more than 15,000 stores. These sales we went over by patterns in each grade, according to counties, according to States, according to geographical divisions and according to population size groups. The population size groups we then broke down into cities of more than 1,000,000, cities from 500,000 to 1,000,000, cities from 100,000 to 500,000, cities from 25,000 to 100,000, and towns below 25,000.

From this initial research to determine quick selling items, we found first, a great concentration of sales volume according to pattern. For example, more than 50 per cent of the total volume was obtained from 10 per cent of all

patterns sold and 75 per cent of all sales were made with only 20 per cent of the items. These figures gave us something very tangible with which to work.

Having determined what was the percentage of sales volume by pattern for the entire nation, we made tests at this point to see if this same concentration held true for States and for population size groups. In other words, we wanted to find if in each State, 50 per cent of sales were made on 10 per cent of the line. A close check made by field survey of jobbers and retailers in many counties and in many stores showed that our first general finding held true right down to the individual stores.

We also found, much to our satisfaction, that stores which had a short, carefully selected line obtained greater sales volume and turnover than did stores which carried a much larger assortment.

Simply, field tests confirmed our general analysis that a good short line brought volume of sales and turnover. The field research bore out our belief that patterns carefully selected for the new line according to proved salability would enable retailers to handle a smaller and better balanced stock on which they could secure greater volume.

The next step, having learned the large degree of sales concentration by patterns, was to find just what were the best patterns. To determine these we took 174 designs, in more than 400 patterns, of the line we had handled as agents and prepared an exhibit that displayed these patterns in order of sales volume according to county and geographical divisions. These we then rated, and our final tabulation gave us a complete and reasonably accurate picture of the designs and colorings that were selling best in different parts of the country.

This rather complete study of consumer preference enabled us to establish fairly definite trends in designs and color combinations, and these trends served as guides to our designers in the preparation of the new linoleums. They also

served as guides to our merchandise committee in its final selection of those patterns that went to make up the finished line.

It took considerable time to make accurate analyses and to work out the new items on the basis of these researches. Consequently, it was not until a year ago that we began to advertise the new line to the trade. Space was limited, but in this advertising we sought to tell dealers the full story of what we had done through research to select patterns which we now were ready to offer with reasonable assurance that they would meet the general desires of the country's wide consumer market.

By outlining our procedure very simply in a series of advertisements in carpet, rug, furniture and dry goods business papers, we showed dealers that our company had prepared for the introduction of its new products in such a way as to make its short line most closely adapted to modern selling needs.

A typical advertisement used at the start of our business-paper campaign will illustrate. Under a reproduction of our factory was the headline, "Patterns that will sell assured by this new method of selection." The copy read:

In the last analysis linoleum buyers want to know just one thing about a pattern: "Will it sell?" No matter how beautiful it may be, it loses money if it does not conform to the tastes of the public. Unusual steps have been taken to guard against the inclusion of slow selling patterns in the W. & J. Sloane line.

Before any selections were made, a nation-wide survey was undertaken to identify the particular types of designs and colorings which are in most demand: in the country as a whole, in different sections and among different classes of trade.

Careful checking of all proposed designs and colorings against the actual sales data thus secured has resulted in a line of new and original designs and colorings which set a high standard of salability. At the same time the rigid exclusion of all which failed to meet this standard is, in itself, an assurance to the trade of unusual service on these fast-selling patterns.

We have gone far enough with our research and our effort toward

PUBLISHERS' SERVICE CO., 705 MERCHANTS BANK BLDG., INDIANAPOLIS
 HARRY V. KALLAHAN, *Department of Statistics*
Newspaper Statistical Department

CLASSIFICATION OF ADVERTISING, CARRIED BY THE INDIANAPOLIS
 NEWSPAPERS DURING MONTH OF MAY 1927.

| | Week | Daily Star | Sunday Star | Total Star | Times |
|------------------|---------|------------|-------------|------------|--------|
| Local Display | 968779 | 389001 | 300746 | 648547 | 307986 |
| National Display | 617231 | 176703 | 134633 | 309338 | 61911 |
| Radio | | | 120893 | | |
| Total Display | 1385810 | 565704 | 435439 | 1008988 | 369897 |
| Classified | 297141 | 122256 | 103113 | 299510 | 63140 |
| Grand Total | 1672951 | 687960 | 538552 | 1308492 | 433037 |
| Amusements | 24877 | 12083 | 18006 | 30966 | 28037 |
| Automobiles | 66396 | 30131 | 80454 | 110878 | 6877 |
| Business | 37634 | 40785 | 10891 | 81643 | 19228 |
| Education | 37761 | 16439 | 2853 | 19141 | 2830 |
| Finance | 11808 | 7708 | 7210 | 16726 | 6078 |
| Food | 18225 | | | | 21179 |
| Health | 360482 | 74597 | 114335 | 128582 | 27906 |
| Home | 34190 | 18404 | 4016 | 22419 | 10084 |
| Insurance | 19725 | 8749 | 12547 | 20990 | 8720 |
| Legal | | | 209 | 25466 | 12169 |
| Religious | | 30479 | | 28487 | 20453 |

Indianapolis Has Its Audit Bureau of Advertising Linage Figures

DISCUSSION has recently developed regarding the nation-wide need for accurate audits and classifications of newspaper advertising lineage figures, so that buyers of advertising—who naturally are impressed by such figures—may always be correctly informed.

In Indianapolis, such a need was met ten years ago, with the establishment of the Publishers Service Co., an independent, impartial audit bureau. All advertising space in every issue of each Indianapolis newspaper is carefully measured, classified and tabulated. The Indianapolis News confines its quotations of lineage statistics to these official records.

When you buy advertising space in Indianapolis, you have an accurate ten-year lineage record to guide you. . . . You can buy with your "eyes open."



The INDIANAPOLIS NEWS
sells The Indianapolis Radius

FRANK T. CARROLL, Advertising Director

New York: DAN A. CARROLL
 110 East 42nd St.

Chicago: J. E. LUTZ
 The Tower Bldg.

simplification to be reasonably convinced that our problem of bringing out a short line has been tackled along sound lines, for we find that our methods are bringing three benefits, which may be enumerated as follows:

(1) To the consumer, in offering more authentic and decorative patterns;

(2) To the trade, in enabling it to obtain equal or greater volume from more restricted and better balanced stocks;

(3) To our company, in lower production costs.

Refund Postage on Returned Goods Need Not Be Advertised

GORDON MOTOR CRIB CO., INC.
PORT CHESTER, N. Y.

Editor of PRINTERS' INK:

Our distribution is through dealers where we have them but as there are many sections in the country where we have no dealer organization, we sell direct by mail to such sections.

We sell on the customary money back guarantee, but we make no definite statement that we will also refund the postage necessary to make the return shipment. Our Baby Cribs for automobiles weigh up to fifteen pounds each, so that in some sections of the country the postage runs as high as \$1 or \$1.50, the average being probably about 60 cents. If the mail-order customer desires to return the crib and mentions the amount of postage paid and asks for it, we include that in our refund, but as stated above, this is not our advertised policy.

We are wondering whether, if we frankly offered to refund the postage in addition to the cost of the crib, it would bring us in enough new business to offset the extra refund we would have to make. Of course, we can test this out, but it occurs to us that it is a problem that others must have had to face and possibly you have some data in your files which would help us to arrive at a proper decision. On articles of small weight, this is not important, but with merchandise such as ours a prospective buyer might feel that the cost of returning the merchandise to us in case it was not satisfactory would be more than they would care to incur.

GORDON MOTOR CRIB CO., INC.,
J. E. D'ALTON.

THERE is really no reason why the Gordon Motor Crib Company should advertise to consumers that all postage incurred in ship-

ping returned automobile cribs will be refunded. By advertising this refund, the reaction might be reverse of that intended and some people would buy the cribs only to return them after a few weeks' use without cost. This action on the part of those who had ordered the article would practically be equivalent to a free trial offer.

On the other hand, it might be worth while and advisable to refund all postage. The Pro-phy-lac-tic Brush Company has a policy which has proved a builder of good-will. When the company has correspondence with a dissatisfied customer, old tooth-brushes are replaced and the entire cost of postage is returned to the customer.

When return postage is sent to customers, unexpectedly, they immediately hold the company in higher esteem. It is doubtful if the amount of money involved in returning postage will exceed the good-will that is to be gained, but it is not necessary to advertise that such postage will be refunded.—

[Ed. PRINTERS' INK.]

Automotive Equipment Association Holds Convention

At the summer convention of the Automotive Equipment Association held recently at Portland, Oreg., a greater market development plan was submitted by Harry G. Mook. Among the suggestions made by Mr. Mook was the establishment of fundamental service methods and practices, through an automotive service council, composed of delegates from interested national trade associations. He also spoke of the necessity of maintaining the position of the automotive industry, in competition with all other industries, in the race for the "consumer dollar." This plan will be considered at a later meeting.

Shingle Account for Botsford-Constantine Company

The Consolidated Shingle Mills of Canada, Vancouver, B. C., has appointed the Botsford-Constantine Company, Portland, Oreg., advertising agency, to direct its advertising. Magazines and business papers will be used.

Death of J. B. Odell

Jay B. Odell, vice-president and director of the Western Electric Company, Inc., New York, died at New Rochelle, N. Y., on July 8. Mr. Odell joined the Western Electric Company in 1904. He was forty-four years old.



During the first six months of 1927 Vogue carried $8\frac{1}{2}$ times as much advertising of women's hats . . . as the other seven leading women's magazines combined.*

This is the most notable domination of any of the twelve consecutive years in which Vogue has carried more millinery advertising than all the other women's magazines combined.

This is only one of the fields in which Vogue is used . . . not only to sell the fashionable, fashion-making women who use Vogue as their unquestioned fashion authority . . . but also, through the tremendous fashion and trade influence of these women, to sell every other woman . . . who follows those who can confidently and correctly lead the way in fashion in her community.

* Publishers' Information Bureau figures

VOGUE

One of the Condé Nast Group
All members of the Audit Bureau of Circulations

What? A *weekly* Newspaper on a Daily Paper List!



CAPPER'S

The Paper Without

Published by Arthur Capper

Fills Between the Daily Newspapers

Kansas, Missouri, Oklahoma, Nebraska, etc.

Rate \$1.25 a Line for 350,000 (Plus)

50% Farm, 50% Small Town Circulation

No wonder the space buyer exclaims, "What? A *weekly* newspaper on a daily paper list?" The idea just doesn't belong; it never was! He is almost moved to diagram the situation: Daily newspapers are daily newspapers; farm papers are farm papers; magazines are magazines—and that's the way lists are made.

But still we insist that Newspaper Advertising is Newspaper Advertising. It still keeps its own particular characteristics regardless of where circulated. It still is Newspaper

WEEKLY

A Competitor

Published at Topeka, Kansas

Advertising whether it appears in the Christian Science Monitor, the New York News, the Chicago Tribune or Capper's Weekly.

Yes, yes, he is willing to admit that; but why try to put this weekly newspaper on a daily paper list? What's the idea?

The idea is that Capper's Weekly fills a definite niche in a Market. This market is totally unlike the Chicago market or the New York market—just as Capper's Weekly is totally unlike any Chicago or New York daily newspaper. The market is the great agricultural states of Kansas, Missouri, Nebraska, Oklahoma and Colorado.

A daily newspaper list is ordinarily broken off at cities of 50,000 or 25,000 or even 10,000 population. In the heavily populated states you find as many cities over 25,000 population in one state, as you will find in all five of the Capper's Weekly states. You will find that these eastern dailies have practically as much out-of-city circulation per paper as the midwestern papers do. In short, unless you add Capper's Weekly or small town papers in the Midwest you are not doing justice to the market. You are not giving it anything like the same support for the same buying power.

Capper's Weekly is called the "Paper without a Competitor" because it fills this particular marketing niche in a way that no other paper does or can. It has a reader-hold rivalling any home town newspaper, and fills out your midwestern daily newspaper advertising effectively and cheaply.

Now they are coming in pairs!

IN the present month two national advertisers have placed orders with us for storybooklets. These are of the "child appeal" variety; the edition half a million in each case. One booklet will feature toys; the other a well known brand of flour.

The advantages of these little individual salesmen are many. They reach the whole family, they work overtime, and they are inexpensive.

Write for samples.



CHARLES FRANCIS PRESS

461 Eighth Avenue

Telephone Lackawanna 4300

Printing Crafts Building, New York

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Retail Trends and the New Mail-Order Department Stores

Specialty Stores and Department Stores Are Beginning to Wonder Whether This New Competition Is Likely to Threaten Their Existence

By Harry Goldberg

THE appearance of department store branches of mail-order plants at heavy traffic points on the rim of big cities is causing some trepidation among retail merchants. Big stores entrenched for years in shopping centers and fearful that every move toward ending street congestion will divert possible customers to less congested districts, are wondering if this is the very beginning of metropolitan de-centralization which will slowly take away their sustenance.

Specialty shops, having taken root at interurban transportation and highway junctions, are apprehensive that this large retail unit will blight their growth.

And manufacturers and jobbers who have assisted and encouraged these small stores, hoping thereby to establish an increasing outlet for their products, are curious and perhaps a bit worried concerning future developments.

While some retail merchants, large and small, in their blue moments are inclined to see an unpleasant picture in gazing out upon the future of their world, mail-order men do not look upon themselves as a school of business sharks, powerful enough to swallow all the buying fish in sight.

Consider the specialty shop located in an outlying area, which has built up a clientele and a lucrative business and suddenly discovers it has a mail-order department store on the same block.

While future changes in the policy of the mail-order organizations cannot be foreseen, a survey of present facts indicate that the mail-order department store will do the specialty shop no harm, and perhaps even further its development.

There is no present competition

between the smart shop and the mail-order branch. Specialty shops trail the mode. They attempt constantly to be on top of the current fad and they shift their stocks in time with the frequent style changes. They deal entirely in things of the moment. This is a field in which the mail-order chain has not entered, and considering this limitation on its merchandise, the stylish shop is in reality a complementary retail unit.

The mail-order price range is narrow and the articles on sale are more or less standardized products that are in consistent demand. While it cannot be said that the mail-order houses will never extend their lines to include higher-price merchandise, or that less staple merchandise will not be added to their catalogs from time to time, it is unlikely that a business which operates on a very rapid turnover and small margins will go outside these boundaries.

NO RIVALRY

The specialty shop and the mail-order branch are not rivals. There is no current strife between them and except where there may be an occasional overlapping in the kind of merchandise, there is no real competition.

As long as the specialty shop can maintain the lure of novelty, the air of exclusiveness and the ability to satisfy the shopper who wants something different and distinctive, it will flourish and endure in the shadow of the most powerful competitor.

If these small shops can survive and profit where rents are high and department stores with huge buying power are next door, they ought to be able to maintain them-

selves in the subordinate shopping districts.

The presence of the mail-order branch may put a premium on the ability of the shop's buyer to anticipate the mutations of the mode. Some customers may be balanced between the economy of the bigger store and the chic lines and colors of the more expensive merchandise displayed in the small window. But the shop with dash and display and intelligently selected stock has more than a fighting chance to succeed against a neighbor with an appeal concentrated largely on price.

Some of the mail-order department stores are housed in the mail-order plants, far away from a shopping district, as on the Roosevelt Boulevard in Philadelphia. The future of such a location is indeterminate. It may remain an isolated oasis of merchandising. On the other hand, as increasing thousands come to shop, it may attract enterprising shopkeepers, who think they have the buying talent and the merchandising ingenuity to succeed in this field.

If the specialty shop appears safe from the absorption of its trade by the mail-order branch, what about the department stores located in the shopping centers of the cities?

There are differences between the department store and the mail-order unit which go far toward conserving the position which the department store has labored so long to establish.

In the first place, the department store chain of a mail-order business is not an independent organization. In Sears, Roebuck and Company's organization, which is characteristic of the business, the retail chain is a by-product, subordinate to the mail-order plant and with its activities limited by the nature of that relationship.

The retail store is more like its mail-order parent than any child is like its father. It has all the inherited characteristics of the ancestral species and a few variations. Outside of the fact that the merchandise is sold in person instead of through catalog and

correspondence, and that newspaper advertising is used to stimulate sales, the retail division is like the mail-order house and unlike the average department store.

At least 85 per cent of the merchandise sold in the Sears chain consists of goods from the mail-order catalog. Only some special furniture and some wearing apparel is bought for the individual store. Using the Sears group as an example, Chicago, Milwaukee, Dallas, Atlanta and Philadelphia, with but few exceptions, sell the same items. There is little buying individuality to conform to the idiosyncrasies of a particular town, except in the small percentage noted.

NO FREE DELIVERY

If there is too much of any one article it is possible to transfer it from store to store. Except in the case of furniture, talking machines and a few other articles sold on the time-payment plan, sales are for cash. There is no free delivery to the customer and no delivery fleet. Customers who want their purchases sent home pay the local delivery charges themselves, but arrangements are made with the transportation companies to call for such packages.

The buying emphasis of the consumer is concentrated upon departments different from those at the average department store. For instance, auto accessories and supplies usually form a minor division, but in the mail-order retail store this is one of the most important.

Compared to the average department store, the mail-order unit is small. Newspaper advertising is also modest. The advertising budget is very scanty compared to the volume being done at these places and the mail-order executives hope to maintain that percentage. Overhead due to small rent, low advertising budget, executive organization, central buying, is by comparison, a minor item and the merchandise is replenished, not from separate warehouses, but from the stock of the mail-order plant. Where there is more than

No. 4 of a series dealing with lineage figures over a 10-year period.

Reaching People With Money

Amusement advertising **MUST** reach people with money and people who spend rather than hoard it.

For six consecutive years the Chicago Evening American has published more amusement advertising than any other Chicago daily paper. Experience has shown this type of advertiser where he may most profitably invest his money.

Notice these figures:

**AMUSEMENT ADVERTISING
IN CHICAGO EVENING AMERICAN,
1916-1926**

1916 . . . 212,271 lines

1926 . . . 1,077,073 “

AN INCREASE IN TEN YEARS OF 407%

Here is a classification where leadership means something!

CHICAGO AMERICAN

A good newspaper

one store the same advertising serves for all.

The department store's variety of goods is planned to suit every taste and every pocketbook while the mail-order stock is concentrated on items that are in the largest constant demand. In the high-price brackets and in specialties of various kinds that reflect passing fads, there is no competition between the department store and the mail-order branch.

Those people who want the opportunity to make their selections from the department store's wide variety and who shop in the price scale above the mail-order limits will continue to drive and ride past the mail-order places into the business center.

People who like to charge what they buy in all probability will not withdraw their charge accounts to pay cash at the mail-order counters. And the women who like to circle from store to store before making up their minds to purchase will prefer the central shopping district.

It is important to know that so far as Sears, Roebuck is concerned, the location of its stores is not determined according to a set policy. The first one in Chicago was started in the mail-order plant. It happened to be on a heavy traffic way and shoppers could stop there and buy, without going miles into the vehicle congested streets downtown. In Dallas and Atlanta, the stores were also opened in mail-order plants where the question of the retail value of the location had not been considered when the mail-order plant was built.

In Evansville, Ind., which is a comparatively small town, the store is largely experimental. In Milwaukee, the store is located on a traffic artery fed by people who stream in from the populous Western outlying districts. The first Philadelphia store was opened in the mail-order plant on the Roosevelt Boulevard, a half-mile from the nearest trolley, surrounded by acres of vacant lots and park land, with a passing bus line the only convenient method of public

transportation. Where the future stores will go is still a matter of study and consideration.

The recently erected Sears store in West Philadelphia lies in a corner between main-traveled roads about eight miles from the shopping center. The new Camden store will be on the bridge boulevard carrying thousands of cars moving between Philadelphia and Camden over the new Delaware River bridge.

AUTOMOBILE TRAFFIC

Automobile traffic appears to be the principal factor in determining the new mail-order store location. Surveys in the East have been made by students in the Wharton School, University of Pennsylvania, hunting for a practical job upon which to base a thesis, necessary to a degree. Factors which they take into consideration in their reports include surrounding population, average income of families, trolley lines, probable growth of section, etc., but the most emphasis is placed upon the flow of traffic.

Parking space at each of the Philadelphia stores is provided for 2000 cars. No daily count is taken of the cars parked outside the grounds, but it is estimated that about 5,000 cars weekly bring shoppers to each place.

These locations might be described as just between country and city. They intercept people who do not wish to be harassed by no-parking rules in driving to the center and draw from inside the town others who have a similar reluctance and who are satisfied with the merchandise offered by the mail-order chain.

These traffic factors coupled with the low cost of the essential merchandise offered in the chain stores and the small overhead, make the suburban mail-order store a profitable enterprise. While it is a competitor to the department store in the items they both carry, there is a wide range of merchandise in which the department store is not touched by the appearance of the mail-order chain in the field of retail merchandising.

National Advertisers Find Business Good in Boston

Also they continue to find that the Herald-Traveler should be made the backbone of their campaign. The figures of total national, including financial, automobile and publication advertising for the first six months, are:

| | |
|--------------------------|-----------------|
| Herald (7 days)..... | 2,932,374 lines |
| Post (7 days)..... | 2,256,069 lines |
| Globe (7 days)..... | 2,011,962 lines |
| Transcript (6 days)..... | 1,342,524 lines |
| Advertiser (7 days)..... | 845,624 lines |
| American (6 days)..... | 726,708 lines |

Too, in general national which excludes automobile, financial and publication, the Herald leads the field. So, whatever way it is figured the Herald is *First in National Advertising*.

BOSTON HERALD-TRAVELER

Advertising Representative:
GEO. A. McDEVITT CO.
250 Park Avenue, New York, N.Y.
914 Peoples Gas Bldg.,
Chicago, Ill.



For six years the Herald-Traveler has been the first among Boston daily newspapers in National advertising, including all financial, automobile and publication.

Introducing and

You can enjoy them-

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| MOON | | MOON | |
| | and | | night |

not a cough in a carload

P.S. Get your **OG's**
next Monday

The dawn of a better Cigarette

OG's
ARE HERE

you can smoke them-

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| | |
| morning | |
| | |
| noon | & night |

not a cough in a carload!

OG's are here! ... They mean and milder cigarettes you have been craving for and hoping for... A cigarette without a throat-irritant or a sugar-lip. A cigarette you can smoke, in any weather, day and night, without throat-irritation. A cigarette of clean smoking enjoyment, 100% sat. Refreshed by a new standard... an excellent Lardford discovery.

OLD GOLD
The New and Smoothest Cigarette

20 for 15¢

THE battle for supremacy in the field of 15¢ cigarettes is a battle of giants, with the fury of the competitive fray constantly waxing warmer.

Yet OLD GOLD, the new contender, appearing in the lists a few months ago, has already gained a substantial foothold in this vast and hotly contested market.

Discerning smokers place the credit where it belongs. They rightly attribute OLD GOLD'S rapid growth to the fact that O. G. is an exceptionally fine cigarette; a smoother cigarette, with



—is the title
of the story which
begins next week
in these pages,
showing the growth
of Detroit and its
leading industries
since the last
census, 1920—
incidentally one
of the greatest
newspaper stories
ever told

Just as a Hint—

| | <u>1920</u> | <u>1927</u> |
|-------------------------|----------------|-----------------|
| DETROIT TIMES... | 5,025 | 241,834* |
| (City Circulation) | | |
| DETROIT NEWS... | 205,911 | 249,036 |
| (City Circulation) | | |

*Evening Except Saturday

Stifling Indirect Competition by Working with Retailers

How The Gorham Company Is Winning Retailer Co-operation by Providing a Course in Retail Merchandising

By C. B. Larrabee

THE most difficult competition The Gorham Company, manufacturer of silverware, has to meet doesn't come from other silverware manufacturers. It is the indirect competition of other merchandise carried by the retail jeweler, aided by the average jeweler's inability to sell sterling silver products as they should be sold.

A woman enters a jewelry store to buy a wedding present for a friend. The jeweler shows her a sterling silver bowl.

"How much is it?" asks the woman.

The jeweler tells her that the price is \$25.

"That seems an awful lot to pay for such a small piece," the woman objects.

Right here the jeweler is offered two courses. The one he often takes is that of putting the bowl back into the showcase and showing the woman some other article of merchandise which is perhaps much showier and, to the woman's perception, much more obviously worth \$25.

That is indirect competition. The woman doesn't buy a piece of sterling made by another manufacturer. She just doesn't buy sterling at all.

The second course open to the jeweler is to tell the woman something about the satisfaction of owning sterling, to relate how that particular bowl was made, to explain the craftsmanship that went into the making, to tell something of the men who make sterling silverware. If he follows that course, nine times out of ten the woman gets a new conception of the value of the piece and a new appreciation of what a fine piece of sterling silverware actually is. Once she understands these things she usually becomes a buyer.

If the company were to consider the situation hastily, it might complain somewhat bitterly of the retailer's ignorance and inability when, as a matter of fact, the average jeweler is a pretty wise salesman. His ignorance of the fine points of sterling salesmanship is due partly to the neglect of the manufacturer of sterling, a neglect which the company has set out to rectify.

THE SALES CONFERENCE

The means that Gorham is using is a sales conference which, according to the prospectus of the course, is open to any owner, partner or employee of a retail jewelry store. The first reaction of a great many manufacturers to the announcement that the company is using the sales school idea will be: "Oh yes, that's a pretty good idea, but it's been tried by a lot of manufacturers with only partial success." Gorham executives know of more than a hundred courses of varying merit and studied these courses carefully before they planned their own sales conference. Their studies revealed certain weaknesses in most courses which they avoided, with the result that their sales conference is conceived along quite different lines than those followed by most other manufacturers who have tried the course idea in the past.

The broad idea behind this sales conference can best be outlined by repeating a statement made by Edmund C. Mayo, president and general manager of the company, at the time the first conference opened in July, 1926. He said then:

"In order better to equip the retail jeweler to meet the merchandising problems of the present and future, we have made available to him this sales conference that he

may secure a broader vision of modern merchandising and an inspiration to increase his sales volume in every department of his business, having in mind that his prosperity means greater prosperity for us."

In other words, the conference was built to teach better merchandising methods for the entire stock and not just for that particular portion of the stock devoted to Gorham products. Many courses have fallen under the weight of a narrow motive, the motive of pushing one manufacturer's products to the exclusion of other products carried by the retailer. Such a course is evidence of a short-sighted policy on the part of the manufacturer, who does not realize that too much emphasis on any single line of products is not a good thing for any retailer and inevitably tends to injure the retailer's prosperity and in this way adversely affects the manufacturer's prosperity. The manufacturer may get a lift in sales volume for a year or two, but after that period his sales are going to suffer as the retailer's business takes a general slump.

The sales conference was not strictly a Gorham conference so far as the instructors were concerned. Other manufacturers have endeavored to follow the selfish idea of teaching better merchandising by getting their own employees in the sales and advertising departments to give talks on general retailing. It doesn't matter how good the members of a manufacturer's sales and advertising departments are, they must, in the long run, be specialists and in their talks on general merchandising conditions their views as specialists will tincture the general trend of their instruction.

With this in mind, Gorham sought recognized authorities on various phases of retail merchandising: Professor M. P. McNair, director of the Harvard Bureau of Business Research, Dr. Herbert W. Hess, professor of merchandising and advertising, Wharton School of Finance and Commerce of the University of Pennsylvania,

Richard F. Bach, Associate in Industrial Art of the Metropolitan Museum of Art New York, and C. N. Stone of Babson's. The whole effort is to make the staff of instructors a staff of unprejudiced authorities who think of merchandising in a general way and not as merely a Gorham problem.

In addition to the instructors already listed, the company had, of course, several men from its own staff. L. E. Briggs, the works manager, for instance was best fitted to explain the manufacture of silverware, while William Codman, chief designer, was an ideal instructor to tell about various phases of design. In the discussion of advertising, the advertising agent was fitted to paint a good picture of how national advertising of all jewelry products affects the retail jeweler, while the company's advertising manager could discuss other phases of advertising as it affects the retailer.

The company announced its course through business papers and through its sales force. A prospectus was prepared, showing the outline of the course and giving other necessary details.

EXPENSE OF THE COURSE

The only expense borne by the students was that of railway fares to and from Providence, R. I. As soon as they reached Providence they were the company's guests. It arranged hotel accommodations for them and provided transportation from the hotel to the factory. In addition, for each evening it planned entertainment features designed to appeal to the type of person who was a student at the conference.

What type of people attended? On the list of those taking the course were the names of some of the leading retail jewelers of the country. For instance, there was the president of one of the finest stores in Philadelphia, as well as the silverware department manager. And so it went down through the list of more than seventy people from all parts of the United States who attended the conference. You

The Importance of the Home-Folks!

THE WORLD has always maintained that its concentration of New York City circulation coincides almost exactly with the opportunity for volume sales offered by the New York market.

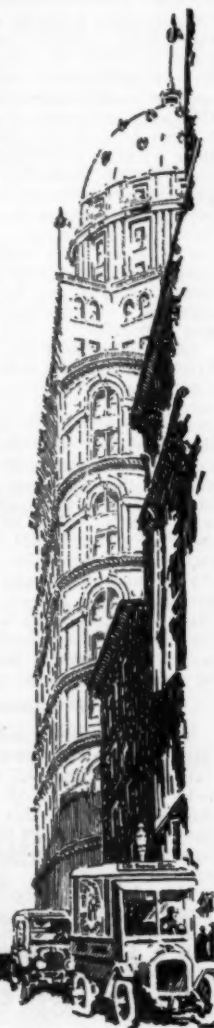
The 250 through trains reaching the city over twelve railroads from points 75 miles away carry less than 30,000 visitors a day.

The city's 125 hotels can accommodate, according to the hotel men themselves, about 50,000 visitors when filled to capacity.

So that the number of visitors influenced by out-of-town (or country) newspaper circulation cuts a very small figure compared with the enormous volume of the daily purchases of the 6,000,000 home-folks themselves.

The  **World**

PULITZER BUILDING, NEW YORK
TRIBUNE TOWER, CHICAGO



will see, then, that this conference was, in fact, appealing to the keen minds of really fine jewelry merchandisers.

And these students worked. They were busy from nine in the morning until four in the afternoon and every session was fully attended. This showed Gorham that it was working along the right lines. Within two weeks after the 1926 conference closed the company already had received applications for admission to its 1927 sales conference. At present it plans to limit the attendance at these sales conferences, which it plans to hold annually. The company does not want classes of more than 100 people. For one thing the facilities are limited and for another even though there were the facilities Gorham executives feel that too large classes make the finer nuances of instruction impossible.

One of the fine things about the first conference was that it brought together retailers from many different parts of the country and showed them that in many cases their problems were the same, no matter from what section of the country they happened to come. Mr. Mayo feels that many of those who attended were benefited almost as greatly from their contact with other retailers and from the ensuing discussions of retail problems. It is one of his hopes that these conferences will become the nucleus of a movement which will be of great and lasting benefit to retail jewelers in general.

LENGTH OF CONFERENCE

The conference lasted for four days and every minute was packed full of work. The 1927 conference held this week is of five days duration and even then the company has found it difficult to squeeze in all the things it wants to cover.

Now let me outline briefly the progress of last year's conference.

It opened on the morning of July 6. The first two hours were taken up with registration, followed by a short address by Mr. Mayo in which he outlined

the purpose of the conference.

In the afternoon the visitors—or students as I shall call them from this point on—were taken through the factory to see the various stages in the process of manufacture. This trip was under the supervision of L. E. Briggs, works manager. Of course, this feature of the conference was, of necessity, a Gorham feature, but even here the effort was to emphasize the making of fine sterling rather than to over-emphasize the Gorham processes. Of course, the students came away with a new respect for Gorham products and, what was more important, a thorough understanding of the fine craftsmanship which goes into the making of sterling. Nothing the company could have said or written would have been one-tenth so valuable as actually seeing fine silverware being made. At the close of the trip there was a half-hour discussion to make thoroughly clear everything that the students had seen.

On the morning of the second day, the time was devoted to the discussion of design. William Codman, director of the department of special design of The Gorham Company, opened the discussion by telling of those periods of history that directly apply to patterns in present-day use. Mr. Codman showed the students how to recognize the period from which any particular design was taken and also gave the major characteristics of each period so that the jeweler could properly select the correct pattern of silverware to fit a particular style of architecture or interior decoration.

Richard F. Bach, of the Metropolitan Museum of Art, continued the discussion by showing the direct application of design to selling. He told how sales could be stimulated by the use of knowledge of period design and urged each jeweler to become an authority on art in his own community so that his store would become a kind of local fountain-head of knowledge and authority on questions of art.

The afternoon of the second day was occupied with another trip

New Orleans.... "economically healthy"....and then some!

Cold facts, uncompromising statistics released at the end of the fiscal year, June 30th, show that New Orleans is "economically healthy" . . . and then some! New Orleans is in a better shape industrially, commercially and financially than a year ago, a time when unusual prosperity in this market was conceded.

Total deposits in eight New Orleans banks stood at \$235,-242,594.31 on June 30th, exceeding by a comfortable margin deposits a year ago. Total resources of seven banks were almost three and a half million greater than a year ago. Loans and discounts at this time show a 1% decrease over last year's record.

Factory payrolls and water front activities are two vital factors in the prosperity of New Orleans, and it is worthy of note that customs collections at the port of New Orleans for the

fiscal year just ended exceeded by 18% those of the year ending June 30th, 1926, setting a new record for the Second Port, U.S.A. This 18% represents a tremendous growth in port business, as New Orleans handles a large percentage and increasing volume of duty free merchandise. With new arrivals in the industrial world of New Orleans and with increasing production in factories already established, payrolls are mounting steadily. The past year, especially, has seen substantial increases.

That New Orleans, despite the serious and widespread misfortune of the spring flood whose effects its neighbors felt, should emerge at the turn of the fiscal year with such gratifying summaries might amaze outsiders even while it strengthens the confidence of the holders both at home and abroad in the present strength and prosperous future of this greatest of Southern markets.

.. ..

The Times-Picayune, New Orleans' one big newspaper, reached during May and June the highest circulation level, daily and Sunday, ever attained by itself or any other New Orleans newspaper.

The Times-Picayune

In New Orleans

Member 100,000 Group of American Cities, Inc.

Member Associated Press

Daily 87,290

Sunday 125,721

General Representatives: CONE, ROTHENBURG AND NOEE, INC.

Pacific Coast Representatives: R. J. BIDWELL COMPANY



The largest
circulation
in America
daily and Sunday

A great man dies

His clubs and colleagues offer resolutions of sympathy. There are an impressive number of frock coats at his funeral. The press gives him a column. People read about him, wonder a little, and go their daily way.

Another man of eminence dies. The newspapers print pages about him, treasuring every known scrap of information and anecdote. People speak of him in hushed voices, as though the death were in their own family. And on the day of his burial, half a million people line the curbs for weary hours until the flower laden hearse goes by.

Both were great men. Both were eminently and successfully serviceable of their kind and among their fellows. But one had the personality that makes friends, the habit of making friends.

There are newspapers like both men. One merely gives excellent service. The other serves well and makes friends in serving.

LAST YEAR, more than a million people wrote letters to The News. They wrote, not as the English write to the London Times, in self expression—but to show their interest, to ask or offer help, to find a solution to their problems.

You bring your problems to either a friend or an expert. In thousands of cases The News has this dual role.

You know how most folks are about going to see a doctor. But last year, 14,560 people wrote to Dr. Evans of The News, asking advice on hygiene and health, diet and exercise, the care and feeding of children.

Do you ever look at yourself in a mirror? Everybody does. So 25,748 women in 1926 wrote to Antoinette Donnelly on matters of health and beauty. Doris Blake answered 12,670 requests for help on personal problems, etiquette and social affairs.

Twenty-two hundred readers bought sets of plans for building new homes; 22,777 automobile owners bought more than 28,000 copies of The News atlas of automobile maps; 23,279 women bought News cook-books; and women readers bought more than 800,000 News patterns at ten or twenty-five cents apiece.

More than 90,000 people contributed to various departments. As for information—The News is library, museum and referee; the Reader's Service Bureau received



18,157 inquiries for data on everything under the sun! More than 5,000 people called in person; those who wrote were answered by individual letters.

The baby needs a pair of shoes? A tragedy when true! The Friend in Need column gets such requests and fulfills them; 31,920 letters last year, of which less than one-fifth were requests, and more than four-fifths were offers of assistance. A settlement house asked for an old piano—and got offers of twelve!

THE NEWS is more than a newspaper. It is a friend to its millions of readers. Its friendship is based on service, helpfulness, and a community of interests. Perhaps this fact, more than any other explains why forty-five out of every hundred morning newspaper buyers in and around New York City buy The News. They have six papers to select from—but they buy this one.



The News circulation of 1,200,000 copies is a force no advertiser in the New York market can ignore or neglect; but The News friendship, with its millions of readers, and their confidence in it are factors that make a superlative advertising medium as well as the largest circulation in America.

Get all the facts before you make your next New York schedule!

THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago 25 Park Place, New York

through the factory and a discussion of the trip.

The morning of the third day opened with a discussion of buying power. This discussion outlined the potential markets that were available to a retail jeweler and also the best methods to reach them. Also, in this course, charts and graphs were explained and the students were shown their practical application in the administration of a retail jewelry store.

R. L. Barrows, of Barrows, Richardson & Alley, then spoke on the power of national advertising and its aid to manufacturers and retail jewelers. His talk was not for the purpose of extolling Gorham advertising but rather to point out the true significance of all national jewelry advertising.

H. J. Lance, advertising manager of The Gorham Company, portrayed in detail the processes necessary to prepare a magazine advertisement and to provide a folder for direct-mail purposes. He also presented a short course in window display, setting up typical window trims in which mistakes were deliberately made. The students were asked to discover the mistakes and in this way learned the essentials of good display.

This discussion entered the afternoon period and after it was concluded the students continued their factory trip by visiting special departments of the factory, such as the departments for the manufacture of ecclesiastical wares and of bronze.

On the morning of the fourth day, Professor Malcolm P. McNair, of the Harvard Bureau of Business Research, covered the subject of the costs of store operation. Professor McNair was in an excellent position to discuss this topic since he personally directed the survey made by The Harvard Bureau for the retail jewelry trade for the last six years. He showed how to handle such questions as turnover, departmentizing and inventory based on selling price instead of cost price. His talk created a great deal of discussion and at its conclusion he held individual conferences with retailers.

To close the conference, Profes-

sor Herbert W. Hess, of the Wharton School of Finance and Commerce, talked on modern merchandising. He explained the psychology of selling and pointed out numerous ways in which the retail jeweler can train his sales force to gain the maximum results. He discussed various phases of window display with particular emphasis on the display of merchandise in the proper environment and on the methods of capitalizing on seasonal displays.

SALES DEMONSTRATION HELD

At the close of his period, Dr. Hess held a sales demonstration. Members of the conference were chosen to act as buyers and salesmen. An actual counter showcase was used and the "buyers" were told secretly to take a certain attitude which had to be discovered and corrected by the "salesmen." At the end of each "sale" Dr. Hess criticized the sales methods used by the "salesman" and thus was able to bring out both the good and bad in the sales methods used.

In this year's conference, the subject of potential markets is elaborated upon by H. H. Kynett, of the Aitkin-Kynett Company and special lecturer in the merchandising department of the Wharton School of Finance and Commerce, University of Pennsylvania. There is a discussion of the significance of merchandising and research factors designed to assist the retail jeweler to establish effective sales policies.

Professor McNair, of the Harvard Bureau of Business Research, confines his courses to only two departments of the general subject which he handled last year, namely, "Costs of Store Operation." He spends two hours on the subject of departmentizing. He discusses the desirability of departmental figures for control purposes, the feasibility of departmentizing for stores of various sizes and policies and methods involved in departmentizing, namely (a) merchandise figures, and (b) expenses.

The second course presented by Professor McNair which also was part of his general subject of last

year, is "Merchandising Budgeting." In this course, he shows the need of control merchandising under present-day conditions; also methods of planning sales and stocks, the determination of purchase limits and the relation of merchandise budgeting to expense budgeting.

Another feature of this year's conference is a course by Frank L. Parker, of the University of Pennsylvania on the subject "Compensation of Retail Jewelry Salesmen. This is a discussion of practices now in force and an analysis of their merits and weaknesses.

A very interesting feature of the second conference is a practical sales demonstration in the sale of silverware by three young men just graduated from college who have never had any experience in a retail jewelry store. These young men were trained to sell silverware prior to the conference and appear upon the platform one at a time in the capacity of a retail jewelry salesman and endeavored to sell a picked buyer who had a specific purchase in mind. Counter cases, wall cases and a wide variety of merchandise are available for the salesman's use.

In another demonstration, three salesmen are selected who have spent a great deal of time in a retail jewelry store and they also endeavor to sell selected buyers under the same conditions.

This part of the conference program throws some new light on the necessity of properly selecting retail salesmen and also properly training them.

Highly specialized courses are presented on the subjects of design, retail advertising, direct mail, window display, etc., all designed to assist the jeweler to inaugurate more complete merchandising plans.

From this brief outline it can be seen how comprehensive the sales conferences are and how helpful to the average jeweler. It will also be observed that they are far from being confined to the discussion of selling Gorham products only. They are really a thorough discussion of the sales problems that face the retail jeweler no

matter where his store is situated.

Gorham chose the sales conference idea as an excellent method of helping the retailer. The company did not use correspondence school methods because it felt that these are not thorough enough and do not hold the attention of the retailer. It did not choose a traveling school because it wanted its retailers to come to the factory, the only place in the country where it could show them exactly how fine sterling is made.

Gorham intentionally chose men outside its business as instructors because it wanted the retailers to get the unprejudiced points of view of men who see retailing as a great and separate business activity. It had its own men address the conference only on those subjects that it knew its men were best fitted to talk about. This plan lifted the conference out of the general run of sales conferences and made the jewelers doubly appreciative of the opportunity offered.

What will be the benefits to The Gorham Company? The answer to that question is pretty obvious.

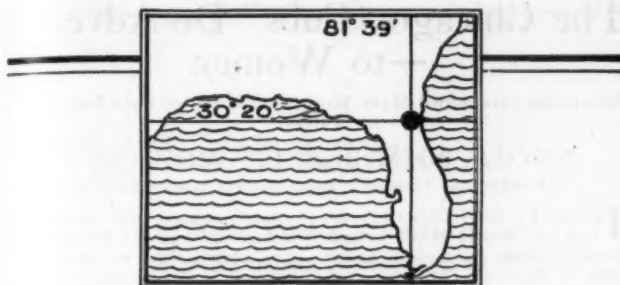
Is the conference idea a real success? The best answer to that question is to point to the fact that the company received enrollments for the 1927 conference before its plans had been announced. And that ought pretty well to answer the question, "What does the retailer think about the conference idea?"

California and Pennsylvania Now Have Arbitration Laws

California and Pennsylvania, at recent legislative sessions, enacted arbitration laws providing for the amicable settlement of commercial disputes. These new laws are based on the Draft State Arbitration Act prepared by the American Arbitration Association. They provide a policy and procedure for the arbitration of intrastate disputes, in accord with the national policy for interstate commerce, as expressed in the Federal Arbitration Act.

With Carpenter-Goldman Laboratories

G. R. Feasenden, recently publicity director of the North East Electric Company, Rochester, N. Y., has joined the Carpenter-Goldman Laboratories, Inc., Long Island City, N. Y., commercial motion-picture producer, as general manager.



81° 39' West Longitude 30° 20' North Latitude

MARK that spot on your selling map. It is Jacksonville, Florida.

—A busy, prosperous city of 135,866 people;

—The marketing center of a rich trade territory with more than 300,000 people;

—The chief distributing center of the rapidly growing state of Florida, with its 1,263,549 population and its host of winter visitors;

—The home of Florida's largest newspaper and leading advertising medium—

The Florida Times-Union

JACKSONVILLE, FLA.

The Chicago "Cubs" Do Advertise —to Women

Advertising Has Added Many Women to the List of Cubs Park Regular Patrons

By William L. Veeck

President and Treasurer, Chicago National League Ball Club

JESSE F. MATTESON'S article on "Should Major League Baseball Clubs Advertise?" in the June 23 issue of *PRINTERS' INK*, was particularly interesting to me because the Chicago National League Ball Club has been using paid advertising for some time.

Some years ago the Chicago Cubs advertised spasmodically. We would run a half-page or so on the opening game of the baseball season and then take space in special editions, etc. Finally, it occurred to me that by spending the same amount with a little more intelligence we might get some splendid results. So we decided on the plan of advertising "Ladies' Day," and we have had remarkable success with the plan.

Every Friday is "Ladies' Day" at Wrigley Field. In the afternoon papers of Thursday and the morning papers of Friday we carry this message to the women of Chicago and the surrounding suburban towns. We all know that ladies read advertisements. Apparently they read baseball advertisements.

Not only have we increased several-fold the attendance on "Ladies' Day," which is a free day, but we have also added many women to our list of regular patrons. It is my belief that there are more women in the grandstand and boxes at Wrigley Field on Saturday and Sunday than in any ball park in the country.

That is one of the direct benefits which may be attributed to display and better advertising. One of the indirect benefits is to convince mothers that their sons are spending their afternoons in splendid surroundings, when they attend a ball game.

You know, in the days gone by, some people had an impression that a ball park was not exactly an ideal spot for a young man or

young woman. By inviting the women to come to Wrigley Field on "Ladies' Day" we succeeded in bringing a large number of mothers to our games. They saw that the park was an attractive spot and that the atmosphere was of such a nature as to make it a wholesome place for their sons and daughters to spend an afternoon.

We also believe that in bringing women to Wrigley Field we have avoided many a family squabble. In the olden days the order was for a husband to go to the baseball park on Saturday and Sunday afternoons and leave the wife at home. This, of course, was not always pleasant for the wife. By interesting the wife in baseball, through advertising, we brought about a condition so that when the husband announced that he was going to the ball game on Saturday or Sunday afternoon, the declaration was not only received with enthusiasm, but the wife also announced that she would accompany him.

I do not know of any other ball club which has for years advertised its "Ladies' Day," but I know that the Cubs have and shall continue to do so.

North Carolina Publishers to Meet

The annual meeting of the North Carolina Press Association will be held from July 20 to 22, at Morehead City, N. C. There will be a discussion of advertising by J. F. Hurley, of the *Salisbury Post*, and by I. S. London, of the *Rockingham Post-Dispatch*. Josephus Daniels, of the *Raleigh News and Observer*, is also scheduled to speak.

Buys "Spokane Valley Herald"

Earl Z. Smith, for the last four years advertising manager of local display of the *Spokane, Wash., Spokesman-Review*, has resigned and purchased the *Spokane Valley Herald*.

The New York Times Alone

*of New York's Standard
Size Morning Newspapers*

Gained in Advertising in June

THE RECORD

| | <i>June 1927</i> | <i>June 1926</i> | <i>Gain</i> |
|-------------------------|------------------|------------------|-------------|
| The New York Times | 2,428,394 | 2,408,058 | 20,336 |
| | | | <i>Loss</i> |
| 2d Morning Paper . . . | 1,527,106 | 1,564,934 | 37,828 |
| 3d Morning Paper . . . | 1,341,806 | 1,545,308 | 203,502 |
| 4th Morning Paper . . . | 1,050,114 | 1,120,416 | 70,302 |

*The Times excess in total advertising
volume in June over any other New
York newspaper was 906,208 lines*

The New York Times

Now Printed in a Larger, More Legible Type

Always **first in**

DISPLAY lineage figures of Cincinnati newspapers for the first six months of 1927 disclose that the Times-Star not only maintains its long held leadership—but that it surpasses all former records.

Just look at the figures on the opposite page.

They tell the story; they prove the case.

Cincinnati is a natural one-paper market. Cover it with the Times-Star and you'll be doing the job thoroughly and economically. For the Times-Star, as hundreds of advertisers have found out, gives you maximum coverage at minimum cost.

CINCINNATI

Member Audit Bureau Circulations

CHARLES P. TAFT, Publisher

Eastern Representatives

MARTIN L. MARSH Phone Pennsylvania 0406
24 West 40th St., New York City, N. Y.

Cincinnati

For the first six months of 1927 the Times-Star gained 343,000 display lines over its own record in the corresponding period of 1926. The Times-Star's gain in national advertising was 155,519 display lines. Its seven-day competitor in these past six months showed a loss of 22,000 display lines, as compared to its lineage of 1926.

Here are the totals; read 'em and think!

Six days against seven the Times-Star leads in both national and local display!

Display Advertising Lineage Published in Cincinnati Newspapers During the First Six Months of 1927

| | |
|--------------------------------------|-----------|
| Times Star (Evening only) | 6,904,289 |
| Enquirer (Daily and Sunday) | 5,248,124 |
| Post (Evening only) | 3,879,526 |
| Com'l Tribune (Daily and Sunday) . . | 1,183,686 |
| Times-Star lead over Enquirer . . . | 1,656,165 |
| " " " " Post | 3,024,763 |
| " " " " Com'l Tribune | 5,720,403 |

TIMES-STAR

100,000 Group of American Cities

C. H. REMBOLD, Manager

Western Representative:

KELLOGG M. PATTERSON Phone Central 5065
904 Union Trust Bldg., Chicago, Illinois



FARMERS' WIVES are BUYING PAINT!

P AINT DEALERS with a large percentage of rural trade state that over 90% of their country customers are women. How many of these farm women buying paint, varnish, enamel, and lacquer for interior use are informed about your brand?

If you have not made an effort to interest these customers thru your advertising, the information they seek regarding paints and varnishes will be given to them by the dealer. Do you know whether he will recommend your brand?

Advertise to farm women through the medium of their own magazine, **THE FARMER'S WIFE**. Tell them about your paints and enamels so that when these women go to town they will ask for your product by name!

THE FARMER'S WIFE, with its 800,000 circulation, is the only magazine in America published exclusively for farm women.

THE FARMER'S WIFE

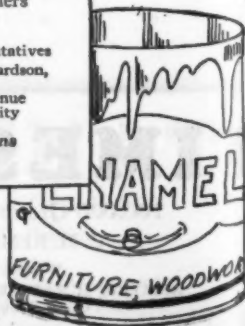
A Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Representatives
Standard Farm Papers,
Inc.,
307 N. Michigan Ave.
Chicago, Ill.

Eastern Representatives
Wallace C. Richardson,
Inc.,
250 Park Avenue
New York City

Member Audit Bureau of Circulations



Watch Out for Fake Publications

New York Seems to Be the "Happy Hunting Ground" for Irregular Advertising Mediums

By Osborn Fort Hevener

Advertising Manager, The Bank of America

NEW YORK is fertile soil for advertising miscreants whose chief stock in trade is the promoting of spurious publications. As a rough estimate, I should figure that a half million dollars annually are harvested by clever directory and program promoters in the immediate metropolitan area. I also hazard the guess that at least half of this amount is handed out in the Wall Street district, inclusive of the branches of these large institutions. For some reason or other, bankers seem to be easy prey for professional advertising exploiters and even a cursory investigation into this traffic astounds one reviewing the huge sums dropped into absolutely wasteful channels.

Although the New York Better Business Bureau and other organized agencies have been very effective in stamping out a number of fake advertising schemes, nevertheless there are still many solicitors abroad who are collecting their "velvet" because large business houses, particularly banks, do not insist on investigating more minutely before signing contracts.

THE "PROGRAM" CURSE

In my position I am solicited at least once a week by some representative of a "promoter's pet." By a "promoter's pet" I mean the program, for instance, of some fictitious charity which has been placed in the hands of a professional who has a competent staff of ex-mendicants, bartenders and breadliners at his elbow who daily scour the city for victims who are, evidently, not so hard to find. The boss never takes for his honorarium anything less than 60 per cent of the proceeds and the "lieutenants" and proprietors of the program grab what is left.

Fortunes for these promoters come out of pushing their "pets."

I understand there is one of these "get-rich-quick" with an office that stands within a stone's throw of the Municipal Building whose reputed income is \$200,000 of tainted money annually! This huge sum is nothing more or less than sucker money—money paid for absolutely worthless advertising. Moreover, the good intentions back of many of the donations are lost upon the desert air, in as much as practically none of the funds ever reach the intended channels. The pity is that the operations of this wholesale flimflam man are always just out of sight of the authorities. Often the promoters keep within the law by printing a number of copies in order to support their circulation claims, but they never exert themselves further than to distribute such issues at random around subway stations or toss them in bulk off the Battery!

As I write this, a letter comes to my desk and something about it catches my eye. A poorly executed cut of an American eagle printed in red ink is emblazoned at the top and beneath it are the words "Lindebergh Welcome Program." First noticed is the conspicuously misspelled name of the flyer, then, following a flowery tribute to the aviator, the rates are given, but no information as to whether the program is official or who is sponsoring it. One is exhorted to make all checks payable to an individual whose name is signed to the letter, and you will be sent, immediately, some "Welcome Lindy" posters. The letter does not say what is to be done with the proposed programs, and by that token the sponsors are protected if their messengers should accidentally drop them from the Brooklyn Bridge (provided the books were ever published). Incidentally, I

called the phone number given and was evasively told that the program was not official. The letter came in the mail two days before Lindbergh arrived, so it would appear that the solicitors were a bit optimistic, if they believed the thing could be gotten out in that time.

THE YEAR BOOK

Nor let us forget the "Year Book." What a smug, complacent builder of fortunes has this innocent form of publication been! In the hands of legitimate fraternal societies, charitable organizations, invalid homes, etc., the Year Book is a valid report of annual activities, and one supposes that a reasonable amount of patronage extended *deserving causes* by big and little advertisers is beyond cavil. But a better tool for the shady operations of advertising "dynamiters" is hard to find. One investigating bureau showed me a tally of 175 year books it had blacklisted. Every conceivable activity of mankind-working-in-association was nicely represented. There were the innumerable Business Men's Leagues, for instance, also Relief Homes for Tuberculars, Building Trades Councils for every hamlet and district around New York, Rescue Workers, Jewish Homes for the Blind, Association for the Relief of Indigent Stage Performers, Protective Merchants Credit Guilds, Retreats for Disabled Veterans and what have you?

All sorts of innuendoes are used by the brilliant proprietors in order to get a full page. Sometimes they will hint darkly that they can influence business away from you; still again the solicitor is a close personal friend of one of your biggest customers. The high pressure "civic associations" will relieve you of jury duty. Just send the court notice to them. And if you want to exceed the speed limit in your auto, go ahead, the cops will be fixed.

References no end, the Business Men's League man will tell you. "Call up Judge Harrison or Judge Brown," he implores expansively, and if you should be vulnerable

enough to take him seriously you phone the number he gives you and a voice states that the league is doing a wonderful work.

DIRECTORIES

The directory field apparently is a bonanza for unscrupulous promoters. It would appear that there are at least a dozen fakes for every bona fide book published. This type of publication affords easy sledding for the man who is pushing it because most of the time the prospective advertiser is in no position to check circulation statements of his own account. As a result of investigations I made some time back, I discovered that two brothers who had been putting out a long string of directories covering every conceivable form of business in the universe, have both been in jail. Their enterprises have come to the district attorney's attention at various times and in various cities. Despite their many jail terms, however, they are rich men today.

During a certain week recently, three different solicitors walked into my office at various times, and, placing an opened book on my desk, asked: "Don't you want to renew your listing in ——— Directory? Only \$15. There's your last year's listing." They pointed to a space where my bank's name, its officers, its capital, surplus and undivided profits were printed, together with the addresses of our main office and branches. On the cover of the "Directory" besides the name was printed "1926." In each case I asked the solicitors if they could show me last year's contract. They couldn't. Could they prove that they had ever been paid for the listing they had shown me? Well, they would look it up. Very soon they were on the way out and in a hurry. For the directories they had produced I had never seen or heard of before—very logically, because the books had probably first seen the light of day only a few weeks previously, when undoubtedly just enough copies for the salesmen's use had been run off and the date 1926 been stamped on to give the volume every ap-

July 14, 1927

PRINTERS' INK

59

Los Angeles Times

is delivered to more homes than



ANY

other Los Angeles Newspaper

Eastern Representative: WILLIAMS, LAWRENCE &
CRESMER CO., 285 Madison Ave., NEW YORK—
360 North Michigan Blvd., CHICAGO.

pearance of an old directory. A later search of my records verified that we had never paid a cent to these people. The information which they had printed about us could have been, and likely was, obtained from public sources, such as telephone directories, published statements, etc.

WRITE-UP SHEETS

Still another scheme being worked successfully in New York today, the publication of fake magazines, is bringing tidy returns for the bosses behind them. These magazines are called "dope sheets" or "write-up sheets" by the responsible publishing profession, and the editorial matter consists entirely of blurbs written about business men to whom attention may have been paid in the press, due to a recent advancement in executive position; articles concerning notoriety seekers, who pay for their publication; paid write-ups of men who have commercial axes to grind; editorial notices of new products which are purely publicity matter. In almost every instance, a photograph is published.

Now no manifest wrong lies in all this, but here is what the proprietors do: After securing your picture and a page of copy about your career, etc., they ask you to sign an unsuspicious piece of paper which apparently calls for a few numbers of the magazine for checking purposes, but which closer examination reveals is an order for so many copies at, say, \$15 per lots of a hundred. This proviso is contained in small, very small, type. One such magazine that I inspected lately had, as its editorial purpose, "Devoted to Commerce, Industry, Real Estate, Finance, Investment, Manufacturing and Kindred Lines." Imagine a publication designed to cover such a broad field that could amount to anything. Incongruous right on the face of it, you say, and yet our captains of industry are supporting these magazines due to their gullibility and apathy concerning the facts.

Just such a publisher had the temerity to run a full-page adver-

tisement of our bank on the inside front cover of his fake periodical a few months ago, in order to strengthen his appeal to other advertisers, particularly financial houses, and to give the impression that such a respected organization as ours had thus given it the stamp of approval. The publisher very promptly withdrew the advertisement when formally notified to do so by us.

REMEDIES

The remedies that I suggest for the situation are:

1. Investigate very carefully in your own office before signing any advertising contract about which you're not absolutely sure.

2. Subscribe to the service of an investigating bureau. Turn over all such propositions as I have described to such a bureau, automatically. Display prominently the signs which are provided and which usually read: "All advertising propositions should be first submitted to the Blank Investigation Bureau."

3. Organize a group among those interested in the same line of business and at regular meetings, held not too infrequently, discuss every advertising solicitation of questionable origin. Concerted action of this kind will eradicate much wasteful spending on the part of large business houses. Moreover, by exchanging experiences, those in charge of advertising will often be fore-warned.

4. Report promptly to the local Better Business Bureau all spurious or doubtful advertising propositions, giving fullest details.

In connection with suggested remedy number two, I would make certain that the people running the investigating bureau are O. K. and not in league with some particular faction of get-rich-quick. As you can readily see, there is an excellent chance for connivance and a rake-off for the investigator if he is willing to close his eyes for money.

Remedy number three is, fortunately, already in operation in at least one instance. I refer to the plan adopted by the New Orleans banks which has been described



EWING C. KELLY

Has been appointed Special Representative for the National Advertising Department of

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Mr. Kelly's knowledge of Oklahoma conditions and his personal acquaintance with leading Oklahoma City distributors will be of service to advertisers.

THE OKLAHOMA PUBLISHING CO.,
Oklahoma City

Represented Nationally by
E. KATZ Special Advertising Agency

New York Chicago Detroit Kansas City Atlanta San Francisco

"There's a Clever Ad"

Beware when this is said—few advertisements that embody the common-sense simplicity that sells the millions ever gain that eulogy

(So many requests for copies of this advertisement have been received from advertisers and others interested in advertising that we reprint it here)

AN advertisement may attract, entertain or amuse a million people—and not sell one.

"Clever ads" are usually a mark of inexperience.

Most beginners start by being "clever." Those who stay in advertising and succeed do so by learning that mere "cleverness" is a costly folly.

A good advertisement attracts by its news value, convinces by its simplicity and sells by creating desire through common-sense appeal.

Only those who understand that simple principle in advertising can produce advertisements which register in sales.

Look through the current issues of magazines. Note how successful advertisers, those seasoned in advertising experience, hold unvaryingly to that principle.

Note their lack of tricks and frills. Mark their sincerity; their freedom from the bizarre.

They head for one goal. That's a sale.

They talk about the product they are aiming to sell—not about extraneous things.

Back in the old days, "catchy lines" were the thing—back in those days men had no broad experience to guide them.

The successful advertising agent of today knows that the public does not buy slogans, but products.

Those who are old in advertising know how true this is.

Those who are new should study the work of those who are already successful and profit by the experience others gained before them.

When you are told your "ads" are clever—don't publish them.

If your copy features catch lines or generalized slogans or if extraneous "human interest" leads more pertinently than your product, then change your copy.

Many slogans can apply to ten or fifty products, but your claims as to the exclusive features of your product can apply only to yours.

The object of advertising is to sell.

Its only court of judgment is a profit sheet.

Men may deceive themselves, but profit and loss columns—never.

To us these thoughts mark but simple common sense—and common sense so far has proved the one open road to uncommon results in advertising.

For the magic of advertising is proved by the miracles it performs when rightly applied.

LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO
400 North Michigan Avenue
LOS ANGELES
1151 South Broadway

NEW YORK
247 Park Avenue
WASHINGTON
400 Hibbs Building

LONDON
Victoria Embankment
SAN FRANCISCO
225 Bush Street

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

in **PRINTERS' INK** ("How New Orleans Banks Have Curbed Irregular Mediums," July 29, 1926). This group of enterprising men, working in close co-operation, succeeded in reducing to a negligible amount some \$50,000 formerly expended upon worthless advertising schemes.

In my own organization I have taken particular pains to see that none of this illicit advertising solicitation gets by. Incidentally, the development of centralized advertising departments in large metropolitan banks, now proceeding apace, will, I hope, virtually stamp out the thriving trade of the high-pressure men who have chosen to sell space instead of Indian Medicine.

Go to the Consumer

LARKIN CO., INC.
BUFFALO, N. Y.

Editor of **PRINTERS' INK**:

Please tell us where we can find the story of some large chain-store system (probably the Atlantic & Pacific) which had a contest for suggestion letters from customers.

It is our understanding that five or ten thousand dollars were distributed in prizes to the customers who wrote the best letters, either favorable or unfavorable, about the stores.

LARKIN CO., INC.

THE company referred to by our inquirer is the Great Atlantic & Pacific Tea Company. An article appeared on page 41 of **PRINTERS' INK** for April 3, 1924, which described the \$5,000 contest conducted by the company to find out why people did or did not patronize its stores.

The Beech-Nut Packing Company, realizing the need to give housewives the right kind of a macaroni carton, sent out a number of investigators with samples of proposed cartons to grocery stores. When women came into the stores they were asked which cartons they liked best, according to design and color. The investigation was highly successful and the company was able to decide upon a suitable package.

The Pickwick Stages System, which operates many motor stages in Oregon and California, passed

out to its passengers a questionnaire about the company and stages in general. The questionnaire concluded with "Suggestions for Improving Pickwick Service: remarks." Among the many improvements brought about by the enthusiastic replies to the questionnaire were a weather-proof, dust-proof baggage compartment, rearranged schedules to provide for regular stops for meals, and other conveniences which provided more comfort for passengers.

Articles have appeared in **PRINTERS' INK** and **PRINTERS' INK MONTHLY** describing similar experiences of companies in reaching outside of their organizations to draw in suggestions. A list of these articles has been prepared and will be sent upon request.

Why not go to the consumers for suggestions? They are the users and consequently know how they can benefit by certain alterations in a product. Of course, no one likes to be told how his business should be conducted, but every executive should keep an open mind for suggestions.

Dig out the big idea by securing helpful suggestions from consumers.—[Ed. **PRINTERS' INK**.]

F. S. Owen Returns to Williams & Cunninghamham

Franklin S. Owen, formerly with Williams & Cunninghamham, Chicago advertising agency, and for the last year sales and advertising manager of Royal Tailors, Chicago, has rejoined the staff of Williams & Cunninghamham as an account executive.

Advertising Campaign Planned on Golf Club Grips

The Golf Grip Guide Corporation, Seattle, Wash., which has been formed to manufacture grips for golf clubs, is planning to advertise in golf magazines and by direct mail. The Daken Advertising Agency, Inc., Seattle, has been appointed to direct this campaign.

E. P. Willcox Appointed by W. B. Ziff Company

E. P. Willcox has been appointed Eastern manager, with headquarters at New York, of the W. B. Ziff Company, publishers' representative. He was formerly editor and advertising manager of the *Trade News Service*, New York.

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94%

INCREASE

in

*advertising
lineage*







*M*ANUFACTURERS of
good merchandise for women
of good incomes, their families and
their homes will be glad to know
that the September Delineator
has just closed with an increase in
advertising lineage of

94%

compared with the September
Delineator of a year ago.






*A*LREADY, the new Delineator
has established an unique position
for itself.


Fundamentally, it is as soundly
practical and useful to women as
a magazine can be made.

But the new Delineator has, in
addition, a distinction that is its
own.

It has that touch of smartness,
of knowing what's what, that to-
day hundreds of thousands of
American women demand.

In their furniture and fashions,
their foods and fabrics, their motor
cars—and their magazine.





Its consistent underlying purpose—

*To further
the Art of Gracious Living*


is both interpretation and guidance in this new day and age for the American woman's own unceasing purpose.

And need we say again that every month more advertisers* are cooperating with Delineator in this purpose.


Delineator

Established 1868

THE BUTTERICK PUBLISHING COMPANY



*Ninety-seven advertising accounts that did not use Delineator in 1926 are using Delineator or are scheduled to use it in 1927



July 1

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How Packages Are Featured in Current Advertising

VICK CHEMICAL COMPANY
GREENSBORO, N. C.

Editor of PRINTERS' INK:

Will you please give us references in both your weekly and monthly publications, to articles you have published on the subject of using illustrations of one's package in advertising matter?

VICK CHEMICAL COMPANY.

IN June, 1922, a writer in PRINTERS' INK MONTHLY found, upon looking through a national woman's periodical of the same date, that of the sixty-eight advertisers of packaged food products whose advertisements appeared in that publication, fifty-one showed their packages in their advertisements. The same woman's periodical for July, 1927, shows sixty-two out of seventy-nine advertisers who elect to picture their packages in their advertisements. Five years ago, 75 per cent; today 78 per cent. A slight gain.

Five years ago, seventeen out of the sixty-eight package food advertisers did not care to show their packages, and of the seventy-nine advertisers in today's magazine, the number who did not show their packages is precisely the same, namely, seventeen. In this list of seventeen advertisers are the names of many that have often shown their packages in previous advertisements, such as Listerine, Beech-Nut Peanut Butter, Sunshine Biscuits, Heinz Spaghetti, Prophy-lac-tic Brushes, Postum, Mum and others. If a list could be made of regular advertisers of package merchandise who *never* show their packages in their advertisements, perhaps it might contain no names at all.

This being true, there is no question, and there has never been a question, about the desirability of illustrating the package in advertising matter. The only question is how to do it most effectively.

Looking over some recent advertisements of package merchandise, it is interesting to make a note of the various ways in which packages are featured. About six ways are being used. (1) There's

the package all by itself, unopened; big and bold and dominating, like the Campbell Soup can, the Heinz Vinegar bottle, Fels-Naptha soap, the Wesson Oil can. (2) The unopened package with supplementary pictures showing it in use, like Snider's Catsup and Chili Sauce, Fly-Tox, Pabst-ett. (3) The opened package shown very large in connection with some dish made from it, like Kraft Cheese, Post Toasties, or a use, like Chip-so. (4) The package shown in regular size with other accessories, on the dressing table, in the kitchen, on the dining table, on the dealer's counter or shelves, like Ipana Tooth Paste, Welch's Grape Juice, Canada Dry Ginger Ale, Pond's Two Creams, Minute Tapioca, Jergens Lotion. (5) Subordinated package, like Crisco, Edgemont Crackers, S. O. S. The Magic Cleaner, Larvex, Zonite, Palmolive Soap. (6) The package pictured in the coupon, like Cream of Wheat, Certo, Hellmann's Mayonnaise, Colgate's Dental Cream, Jell-O.

These uses are not absolute and in some advertisements they are combined, like Borden's Evaporated Milk, Swift's Silverleaf Lard and Rogers Brushing Lacquer. Neither do advertisers confine themselves to one use, but often vary the uses.

A list of articles on the subject which have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY is available upon request.—[Ed. PRINTERS' INK.]

F. R. Frost Heads Superior Steel Corporation

Frank R. Frost, vice-president in charge of sales of the Superior Steel Corporation, Pittsburgh, Pa., has been elected president. He succeeds R. Edson Emery, resigned. J. S. Hammond, who has been assistant to Mr. Frost, is now vice-president.

Philadelphia Advertising Firms Merge

May Advertising, Inc., and the Robert H. Dippy Advertising Agency, both of Philadelphia, have merged as May & Dippy, Inc. The officers of the new company are: Bertram May, president; Robert H. Dippy, vice-president; Frank J. McGinnis, treasurer, and Paul Lachenmeyer, secretary.

Why Pick on the House-to-House Salesman, Mr. Sherman?

He Is Doing Exactly the Same Thing in His Chosen Field That All Other Salesmen Are Doing in Their Fields

By H. G. Doering

Sales Promotion Manager, Eureka Vacuum Cleaner Company

ALTHOUGH our canvassing organization is very large, we have no such fears as those voiced by Laurence G. Sherman in his article in *PRINTERS' INK* of June 30 entitled: "Good Morning, Mrs. White!"

Everything that Mr. Sherman has said about the house-to-house salesman plaguing women applies with equal force to the office-to-office salesman or to the factory-to-factory salesman. In fact, it applies to selling in general; that is, to that division of selling which requires salesmen to go out and canvass for prospects.

I have heard advertising men disclaim against the hordes of engravers' salesmen, printers' salesmen, space salesmen, solicitors for agencies or art studios, insurance men, real estate men and so forth continually pounding at their sanctums for admittance. I have heard sales managers, presidents of corporations, yea even purchasing agents, express themselves in paragraphs just as picturesque, although perhaps not so cleverly phrased as the sentiments of Mr. Sherman.

However, I believe we all agree that the more liberal-minded executive, whether in office or in factory, appreciates the fact that even though he may be disturbed at times at his work by importunate salesmen, yet he wouldn't for the world attempt to wipe them out of existence.

Every business man knows that he learns from salesmen. In this office we never refuse to see salesmen. If a salesman has personality and knows his business, he has an important message which may open our minds on points that have heretofore been obscure. Only the other day a life insurance salesman drifted into my office (than

which there is no greater "nuisance" in all the world) and in half an hour I had learned and relearned some important points on sales promotion which I wouldn't take \$1,000 for today. This life insurance salesman didn't sell me any life insurance on that trip, and some old fogies might claim he was wasting the company's time as well as mine—but I don't think so.

DIRECT SALESMEN ARE PROPAGATORS OF NEW IDEAS

The point is, the canvassing salesman is a propagator of new ideas. Business men recognize that—why shouldn't the housewife do likewise?

I think that Mr. Sherman raises a cry that has sounded down the halls of progress since time immemorial. When typewriters first came out, people couldn't understand why any fool would want to pay \$125 for a writing machine when one could write so much faster and better with a pen that cost only a cent. For years various business houses resisted the increasing universal use of the typewriter, but today every little cross-roads general store has one.

I'll wager that Mr. Sherman's original article which he sent to *PRINTERS' INK* was written on the typewriter—perhaps Mr. Sherman picked his letters out on a machine at home with two fingers, even as you and I. Would he have done that thirty years ago? Why does he do it today? Because hordes of typewriter salesmen, aided and abetted by a great blanket of national advertising, have been selling the conservative American business man on a Better Method of Writing.

The housewife of today is in the position of the American business man of thirty years ago. There

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More than
195,000
Daily

Los Angeles Examiner

More than
485,000
Sunday

5c. DAILY

July 14, 1927

10c. SUNDAY

MERCHANDISING SERVICE DEPT. WINS PLAUDITS OF ITS USERS

GROTH LAUDS REPORTS AS MOST INSTRUCTIVE

THERE is as much difference between The Los Angeles Examiner's Merchandising Service, and that of ordinary newspapers, as there is between the two legs of Paavo Nurmi, and the two legs of a Jersey commuter. They look alike, but one gets there a lot more rapidly and surely, than the other.

And we do not make that statement as a mere boast. H. A. Groth, vice-president and treasurer of the William H. Rankin Company, Chicago, New York, Toronto, San Francisco, Akron and Washington, has had some contact with Merchandising Service Departments over a long and varied experience. Here's what he writes us, under date of June 20:

"I certainly want to congratulate you on your Merchandising Department and I want to say to you frankly that, of all the reports we have received, yours is the most complete and most instructive, and we have received them from all parts of the country."

The head of our Merchandising Service Department recently was extremely helpful to the Hoffman Heater Company of Louisville, Kentucky, in addressing a gathering of their Los Angeles dealers. D. F. White, Los Angeles Manager of the company, in expressing his appreciation of this out-of-the-ordinary service, wrote:

"It is needless to say that we can readily see why good business merchants place their advertising with your paper and obtain the splendid results from same which we are now experiencing with the ads we are running in your paper."

The Hoffman Heater advertising appears exclusively in The Examiner in this territory.

Arbiter of Stagedom - -

FLORENCE LAWRENCE, dean of Pacific Coast dramatic critics and Dramatic Editor of The Los Angeles Examiner, is the most widely read arbiter of the good and bad in the legitimate theatre world that the West knows.

She is one of the few critics who knows no law but that of good taste, good entertainment, good showmanship. If she doesn't like a show, she says so.

She is one of the reasons that The Examiner carries more not paid amusement advertising than any other newspaper in its territory!



Florence Lawrence

RESULTS WIN CLASSIFIED LEADERSHIP FOR EXAMINER

THERE can be no ifs, ands or buts with classified advertisers. They state their wants in the morning and expect action in the afternoon, or might soon thereafter. That's why classified advertising has always been considered, by space buyers, as a valuable key to even the purchase of display space.

The Los Angeles Examiner prints more individual classified advertisements in Los Angeles, than does any other newspaper. On the Sunday before this was written, the excess was 417. Contrast this with the fact that in 1923, just four years ago, the other morning paper led us here by 1634, and you'll discover what other people are discovering as time and merit finds a proper level for all things: That The Examiner is Los Angeles' greatest result-getting medium. It has to be to build up a classified clientele like it has.

are dozens of mechanical devices for doing housework better, quicker, cheaper—for making life easier and more pleasant for her—which she does not use today because she doesn't know about them; because she doesn't appreciate their value. Does someone now arise to shout that I am maligning the intelligence of the American woman? No more so than I am questioning the good judgment of the American business man of thirty years ago, or of today. To say that a person doesn't know any better merely means, in this case, that she has had no opportunity to know better.

Household appliance manufacturers are only now beginning to do for the American woman what office and factory appliance manufacturers started to do for American business men thirty years ago. Through the aid of well-directed advertising and sales methods they are giving Mrs. Housewife an opportunity to take care of her housework in an easier, better, cheaper, more sanitary way. We hope in time that every woman will have a vacuum cleaner, a washing machine, an ironer and similar mechanical aids just as the American office man has a typewriter and adding machine, or the factory man has his mechanical aids.

How do we hope to do it? By more and improved selling methods. That is why we have increased our advertising appropriation this year over last year, and are likewise increasing our selling staff of canvassing salesmen.

H. B. Payne with Bell & Howell Company

Homer B. Payne, recently with George Batten Company, has been appointed general sales manager of the Bell & Howell Company, Chicago, manufacturer of Filmo motion picture equipment. He was formerly with The Glen Buck Company, Inc., Chicago.

Death of John E. Paden

John E. Paden, treasurer of the Endicott-Johnson Corporation, Endicott, N. Y., manufacturer of Endicott-Johnson shoes, died at Binghamton, N. Y., on July 6. He had been with the company for the last eighteen years.

Mr. Quinn, Red Sox President, Ought to Know

BOSTON AMERICAN LEAGUE BASEBALL COMPANY, BOSTON

Editor of PRINTERS' INK:

There is some truth in the discussion of the question, "Should Major League Baseball Clubs Advertise?" by Jesse F. Matteson in your issue of June 23; however, it would be a hard matter to prove to any baseball man that advertising of any kind would get people into a ball park with a tail-end ball club.

The majority of people go to baseball to see the home team win. They look every morning at the standing and, no matter what kind of baseball you are playing, they will not attend unless you are up in the race, or have something special, like Babe Ruth or Lou Gehrig, to offer them.

BOB QUINN,
President.

Postal Receipts Mount in June

Postal receipts of fifty cities for June increased 3.35 per cent over those of June, 1926, according to a report of Postmaster-General New. The receipts for that month last year were \$28,719,454.55 against \$29,681,229.47 for the same period this year, an increase of \$961,774.92.

New Haven, Conn., with an increase of 17.73 per cent, led the fifty cities. Akron, Ohio, came second with an increase of 14.81, while Worcester, Mass., was third with 13.39 per cent. The first five cities on the list according to volume, were New York, Chicago, Philadelphia, Boston and St. Louis.

E. T. Sproull Leaves Oliver Iron & Steel

E. Theodore Sproull has resigned as general sales manager of the Oliver Iron & Steel Corporation, Pittsburgh, Pa., to become commissioner of the Cold Rolled Strip Steel Institute, also of Pittsburgh. He was formerly general sales manager and assistant to the president of the Trumbull Steel Company, Warren, Ohio.

H. S. Cline Advanced by Butler Brothers

Herbert S. Cline, who has been with the catalog department of Butler Brothers, Chicago, mail-order house, has been transferred to the New York buying organization where he will serve in an advertising capacity.

"The American Motorist" Appoints Western Representative

The American Motorist, Washington, D. C., has appointed A. J. Norris Hill, publishers' representative, as representative on the Pacific Coast, including the States of Utah Nevada and Idaho.

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BASEBALL

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THE BOSTON EVENING
TRANSCRIPT for the
first six months of 1927 outstripped
immeasurably every other strictly eve-
ning Boston newspaper (i. e., not part
of a compulsory combination) in finan-
cial advertising lineage.

And more than that even—The Boston
Evening Transcript showed a gain of
31,683 lines in financial advertising,
while the compulsory combination
that exceeded it in total showed a loss
of 16,524 in its A. M. editions—and a
loss of 21,516 lines in P. M. editions.

Merely an indication that the greater
worth of the Transcript circulation is
reflected in greater and greater lineage.

Boston Evening Transcript

Highest ratio of BUYERS to readers

National Advertising Representatives

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

“...SELL IT IN THE A Y

How to Sell the Golden Suburbs

New York's 50-mile suburban territory comprises The Golden Suburbs. Here is advertisers' richest pay-dirt. It assays more to the advertising dollar than any other region in America.



ALL week long people pour into New York from The Golden Suburbs to buy. They help to make New York the richest market in the world. Important customers! These especially interest New York retail merchants—likewise manufacturers who sell their products through New York merchants.

But the great, constant stream of daily home needs these residents buy right in The Golden Suburbs—from local groceries and local drug stores. Splendid day-after-day buyers of home supplies! These especially interest local dealers—likewise national advertisers who sell their products through groceries and drug stores.

Where Sales Start

In the 50-mile suburban territory alone, the Sunday New York American has a circulation of 283,807—more than all three other standard Sunday newspapers combined—more than New York standard weekday morning newspapers combined—more than New York standard evening newspapers combined.

Its suburban coverage is unrivaled... shows steady, enormous increase. During the past four years the Sunday New York American has gained over three times more circulation in 50-mile suburban territory than all the other standard Sunday newspapers added together.

E A Y HOME NEWSPAPER''

th Golden Suburbs

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more
rica.

The circulation trend of the Sunday New York American parallels the rapid growth of population in the Golden Suburbs.

The Sunday New York American circulates everywhere in and around New York. Of its 1,120,022 circulation, 772,747 are in Metropolitan New York—40 per cent of the total circulation of all four standard Sunday newspapers. The largest metropolitan circulation of any standard newspaper in America—morning, evening Sunday. Buyers of everything—necessities and luxuries.

Quality Concentrated

In Westchester, Suffolk and Nassau, the three wealthiest buying counties in America, the Sunday New York American reaches as many homes as the next two standard Sunday newspapers added together. And these counties form a part of The Golden Suburbs.

To reach your market—to sell your product—Sunday is the day, the home is the place, and the Sunday New York American is the newspaper.

SUNDAY A. B. C.—1,120,022

* In Westchester, Suffolk and Nassau, the three richest suburban counties in America, the Sunday New York American reaches more than 50 per cent of the native white families. In these counties there are 66,774 income tax payers, 115 golf courses, 156,278 owners of passenger cars.

In the Sunday New York American you reach *actually* many more of these people than in any other New York newspaper—morning, evening or Sunday.

Sunday New York American

"The Backbone of New York Advertising"

NEW YORK

1834 Broadway

BOSTON

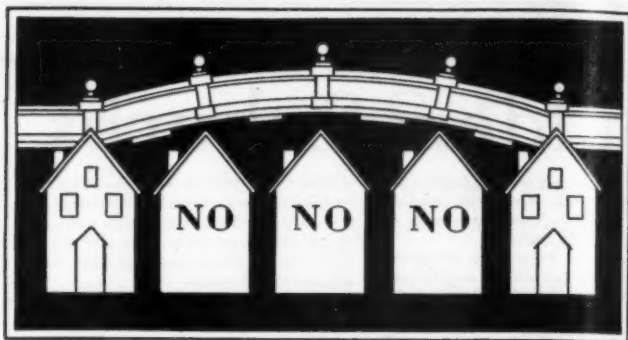
No. 5 Winthrop Sq.

CHICAGO

35 E. Wacker Drive

SAN FRANCISCO

Monadnock Building



Bridging the "No's"

IF you are marketing your product through specialty salesmen—by house-to-house selling, for instance—what are you doing to retain the enthusiasm of your salesmen between sales?

Specialty salesmen readily see the effect of direct advertising that precedes them into the homes of prospects and that starts prospects thinking before they are faced at their doors.

Such advertising is tangible, definite, timely. It stimulates the interest of salesmen in the product and in the company they represent. It bridges the succession of "No's" they face each day.

EVANS-WINTER-HEBB Inc. Detroit

820 Hancock Avenue West



The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis · Plan · Copy · Design · Art · Engraving
Letterpress and Offset Printing · Binding · Mailing

603 Insurance Agents Join in Newspaper Campaign

Special Campaign on Automobile Casualty Insurance Brings Many Benefits to Those Participating

By Leo E. Thieman

Of the Casualty Information Clearing House, Inc.

THE Casualty Information Clearing House, which is a bureau maintained by stock casualty insurance companies, this year inaugurated a movement for the increased sale of automobile insurance in the states of Illinois, Indiana and Michigan. Every spring for some years a special campaign for automobile insurance has been staged by the companies individually. Year after year they had sent out special literature during the spring season to their agents and had achieved measurable success. The efforts, however, were individual and not collective, particularly in so far as the agents were concerned.

This year, the Casualty Information Clearing House felt that by synchronizing and uniting the efforts of the companies and their agents a more intensive canvass would result.

A new element—co-operative newspaper advertising—was to be added, however, as an essential part of the co-ordinated effort.

So the Clearing House caused a series of nine advertisements to be drawn up and mats made with the intention of supplying them to the agents desiring to co-operate in the movement. The advertisements numbered nine in all, four of which were six columns wide by fifteen inches high, and five, four columns wide by twelve inches.

The copy, which dealt with the advantages of purchasing stock company casualty insurance, was brightened by suitable illustrations. The necessity of automobile insurance was stressed for the rich as well as the man in moderate circumstances. Advantages of such protection to the purchaser of a new car, to the motorist on tour throughout the country and to the

man who feels he is a careful driver and consequently carries no such insurance, were among other things emphasized. The slogan "Insure in April" was carried throughout so that the public as well as those behind the movement might catch the fever thereof and "Insure in April."

Each advertisement carried the names and addresses of the agents co-operating and contributing their proportionate share of expense.

After the extent and nature of the advertising had been determined upon, the next step was to send speakers out into the three States to induce the agents to enter upon the program. Thirty-two regional meetings were called in as many cities for that purpose, fourteen of which were held in Illinois, ten in Indiana, and eight in Michigan. These meetings took place in March prior to the commencement of the campaign which was scheduled to start on April 1.

MANY NEWSPAPER CAMPAIGNS

The reaction of the agents was more than satisfactory. A total of 1,018 attended, representing 259 cities, towns and villages. From a standpoint of participating in the actual expense incident to running the campaigns, the response was far better than expected. In all, seventy-seven newspaper campaigns in as many cities were underwritten by local representatives and agents from surrounding territory.

Thirty-three of the campaigns were run in Illinois, twenty-three in Indiana, and twenty-one in Michigan. The total expended in the three States amounted to \$16,961, the average individual cost to the agent was \$28.22 and 603 agents participated.

Should the total expenditure—

\$16,961—be projected to an annual basis, it will be found that disbursement for the advertising is at the rate of \$203,000 for the three States and \$1,500,000, if the same rate were maintained, for the country as a whole.

During the course of the April campaign the only advertising medium utilized save incidental literature mailed out by the companies and the agents was newspaper advertising. The results, in so far as volume of business was concerned, were uniformly satisfactory, some offices reporting as high as a 200 per cent increase in business.

But more important even than increase in volume was the educational effect of the campaign upon the public. Agents reported persons viewing liability insurance on their automobiles in an altogether new light. Many came into the offices of the agents voluntarily placing insurance, but, even more significant than that, many came in and voluntarily asked whether the liability limits for which their policies had originally been written were adequate.

A majority of the agents participating in the movement favor a repetition of it next year. Some have even suggested that the same policy be pursued in pushing other lines.

That the campaign was worthwhile can hardly be doubted. Its results and conclusions to be drawn therefrom are manifold, but might be briefly summed up as follows: Carefully planned collective sales effort will sell insurance where it has not heretofore been sold by dissociated effort. Regardless of cut-rate competition, insurance can still be sold at a fair and adequate price and distributed in sufficient volume to make it profitable to the agent. Advertising is a practically indispensable aid in obtaining maximum results in special campaigns.

American Radiator Company to Move Offices

The sales executive offices of the American Radiator Company, Buffalo, N. Y., will be moved to New York on July 15.

Agrees That Railroad Sales Efforts Need Improvement

PRIDWIN INDUSTRIES
ANDERSON, IND.

Editor of PRINTERS' INK:

The article, "The Railroad Door Is Not Closed to Scientific Salesmanship," by J. G. Condon, in the May 26 issue of *PRINTERS' INK*, is something that the writer has been looking for.

It is one of those epistles that tells one about the things he knows, but did not know that he knew them.

If railroad companies have a sales department, they function along different lines than I am accustomed to.

I am interested in a concern that for the last three years has endeavored to get a proper classification on a commodity, and the business in the meantime has grown by leaps and bounds but so far as interest on the part of the railroads is concerned the writer has never been approached either to solicit this business or to co-operate in making proper rate adjustment.

As the matter now stands we can ship from our factory to San Francisco cheaper by express than by freight.

This fact alone indicates that there must be something out of order as far as freight rate is concerned.

I am also interested in another business here at Anderson, and we have been manufacturing for a period of some six months. We have called on the Big Four company as well as on the Pennsylvania to get rates and we are shipping no small quantity of merchandise to all parts of the country.

To date no representative of any railroad sales department has shown any interest.

It is hard to imagine the sales department of any other kind of an institution overlooking the conditions mentioned above.

I was keenly interested in Mr. Condon's article because it described my impression of the railroad business.

W. A. SIMONSON,
General Manager.

New Account for Carroll Dean Murphy

Catherine Murray, Inc., Chicago, courses in facial exercises, has appointed Carroll Dean Murphy, Inc., advertising agency of that city, to direct its advertising account.

L. A. Bishop with Racine "Times-Call"

Louis A. Bishop has been appointed advertising director of the Racine, Wis., *Times-Call*. For many years he has been engaged in newspaper work.

"The Agricultur" Appoints Sam J. Perry

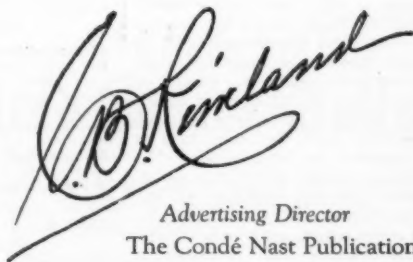
The Agricultur, Milwaukee, Wis., has appointed Sam J. Perry, publishers' representative, as its Eastern advertising representative.

Down in Dixie

Blanchard, Nichols, Coleman have been appointed representatives for the Condé Nast Publications—Vogue, Vanity Fair, and House & Garden—in the Southern territory. Headquarters, Grant Building, Atlanta, Ga., under the personal direction of Mr. Willis Osborn.

The territory covered by Mr. Osborn includes the following states:

North Carolina, South Carolina, Florida, Georgia, Alabama, Tennessee, Mississippi, Louisiana and Southern Texas.



Advertising Director
The Condé Nast Publications

A New Twist on an Old Direct-Mail Idea

The Studebaker Corporation of America Launches a Big Facsimile Letter Campaign to Students of Principal Universities in the United States with a Paris Hotel as the Mailing Address.

ON the twenty-eighth of June, 1926, the resident manager of the American Express Company, Paris, estimated that there were then some 90,000 Americans in the city of Paris, with added thousands to come during the following weeks.

This year, the total is probably larger and with this in mind, the Studebaker Corporation of America launched on May 30, a direct-mail campaign on the Erskine Six, the literature being mailed from Paris to college students in America. Photo-engraved facsimile letters in clever imitation of the genuine article were used. These are printed on stationery from the Hotel Claridge, and are so excellently reproduced that in many cases the fact that the letter is an advertisement remains a mystery, even though a bona fide advertisement from *Le Journal*, Parisian newspaper, is enclosed, showing the automobile with explanatory French text.

While the idea of advertising through the medium of imitation letters is far from new, there are several novel phases of the Studebaker campaign which are worthy of note. The French origin is, of course, unusual, compelling attention instantly. Then the quality of reproduction is such that, as already noted, it sometimes seriously interferes with the very task it is intended to accomplish. The credulous reader will focus his attention on the identity of the "friend" who writes so intimately, and never suspect its commerciality, unless someone else is called to help solve the puzzle. The apparent lack of any hint in the letter that it is not actually hand-written means that the advertisement will command notice for some time.

Perhaps the most noteworthy

feature of the campaign is that it is directed to college students and recent graduates. Even a few years ago, few automobile manufacturers would have considered a campaign directed solely to students.

M. F. Rigby, advertising manager of the Studebaker Corporation, says, "Credit for this plan must be given to Ray Sackett, our Grand Rapids distributor, who was formerly advertising manager of the Studebaker Corporation. He suggested the use of the letter and we decided that it should be sent to college students.

"Accordingly, we wrote all our dealers at points where the principal colleges are located, and asked them either for the college directories or any form of list they could obtain which would show the college students enrolled. We insisted on home addresses and deleted any colleges where we could not secure such addresses. We did this because we believed if the letter were delivered to the home, it would not only be read by the student to whom it was addressed, but also because of the novelty behind it, would be examined and read by the father, mother and any other adults in the household."

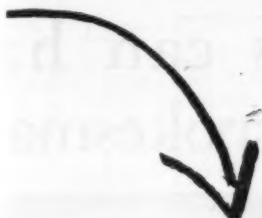
Studebaker is not making any direct follow-up, but is simply relying on the letters as a chain in its general publicity campaign to secure the interest of the younger generation in the Erskine Six.

June a Record Month for Graham Brothers

Graham Brothers, Detroit, report that the sales shipments of Graham Brothers trucks and commercial cars in June, broke all previous monthly records for the year. The total units produced and shipped during the month amounted to 5,730 and brought the sales for the first six months of the year to the total of 29,677 trucks and commercial cars.

C. J. Durban Joins Polson Rubber

C. J. Durban has joined The Polson Rubber Company, Cleveland, as sales promotion manager. He has been with the House of Hubbell, Inc., Cleveland. Previous to that time he was advertising manager and assistant sales manager of The Favorite Stove & Range Company, Piqua, Ohio.



What Well Known
People Do Is News

What They Buy
Is Also News

Dealers talk about it. Other
good prospects mention it.

When they buy your pro-
duct it helps your selling in
that entire community.

Sell Influential America and
you sell All America.

Circulation More Than 25,000 Net Paid Daily

The United States Daily

Established March 4th, 1926

*Presenting the Only Daily Record of the Official Acts of the Legislative,
Executive and Judicial Branches of the Government of the
United States of America*

DAVID LAWRENCE
President

Washington

VICTOR WHITLOCK
Vice-President and
Director of Advertising

New York Office:
52 Vanderbilt Avenue

Chicago Office:
London Guarantee Bldg.

Detroit Office:
Dime Bank Building

"Business can have no better spokesman!"

—says
Gerard
Swope



"THE inter-pretation of the ethics and ideals of business and

industry to the public can have no better mouthpiece—can have no better spokesman—than the technical and business press."

This is the seasoned opinion of Gerard Swope, President of

The General Electric Company, and recognized leader of a great industry, as given in a recent address on the topic, "Responsibilities of Modern Industry."

Business leaders in all lines are coming more and more to the same

opinion. They feel keenly the value of constructive leadership in the development

The business paper editor interprets business progress to and from his industry

of markets, methods and morale in each industry. And this, in the modern business world, is peculiarly the business editor's job.

The "ABP" is an association of business leaders. Its primary purpose is to develop the power and capacity for leadership among its members. In 127 business publications, the "ABP" trade-mark is a sign and symbol

of such leadership. Hence in each industry advertising in "ABP" papers, carries the

weight and authority of recognized endorsement.

It is a message from the leadership to the leadership of each industry.

ASSOCIATED BUSINESS PAPERS, Inc.

52 Vanderbilt Avenue

NEW YORK



The A. B. P. is a non-profit organization whose members have pledged themselves to a working code of practice in which the interests of the men of American industry, trade and professions are placed first—a code demanding unbiased editorial pages, classified and verified paid subscribers, and honest advertising of dependable products.

155,000 *daily*
130,000 *Sunday*

Advertisers are beginning to ask—

What's back of those big Circulation Figures?

In the case of these great Newspapers there is a big prosperous market and a degree of prestige and pulling power that comes only after 101 years of constructive Newspaper Service in a Community.

They are Predominatingly First in every branch of Circulation, Advertising and Reader Service—and have been for over a century!

The Courier-Journal THE LOUISVILLE TIMES

*Represented
Nationally
by the
S. C. Beckwith
Special
Agency*



*Member
of the
100,000
Group of
American
Cities*

101 YEARS OF

CONSTRUCTIVE SERVICE

Don't Write City Slicker Letters to Small Town Dealers

Use the Same Language and Style They Do and They'll Like You Better For It

By Ed Wolff

Treasurer, Hughes, Wolff & Co.

THE recent farm relief agitation has supplied plenty of evidence that the farmer is not in close sympathy with his city brother. To the bucolic mind there is something radically wrong with a world in which the city man makes several thousands of dollars a year in comfort at a desk chair, while the primary producer slaves and toils, and stints himself and family, to garner a few hundred. Envy has bred discontent and distrust.

The farmer has expressed himself pretty freely about this to his friends, including the small town storekeeper with whom he spends his money. The storekeeper, possibly overwhelmed with testimony, perhaps naturally in accord with his source of income, has a subconscious feeling that the city man is to blame for part, at least, of his present plight. The population of this country is prosperous beyond all calculation—except the farmer and the small town merchant. There are lots of profits—for the city man. Lots of losses—for the small town folks. Dad-blame those crooked city slickers, anyway!

With such a background the sales letter to the dealer in a small community has more than ordinary resistance to overcome. Witness the headlines in today's paper, for example. For city folks, "Many New Peaks Scored For Bonds," "Several New Tops Attained On Curb," "Bulls Accelerate And Broaden Drive," "New Peak For Seminole," "Policy Holders To Get \$30,000,000 In Dividends."

And these for country folks—to think about: "Cotton Firm Due To Unsettled Weather," "Wheat Rises After Unfavorable Crop Reports," "Sugar Stiffens As Flood Damage Grows," "Corn Drops As Wheat Soars."

The italics are my own, for the sake of illustrating how the small town merchant probably reads such titles. As dessert for his typographical repast he is offered these two heads of sharply contrasting implication: "Leather Merger Ratified," and "Cattle Receipts Light, Market Inactive." It is not difficult to picture the frame of mind of the small town merchant who opens your sales letters.

PHRASEOLOGY OF LETTERS

Meanwhile, the rural merchant must do some buying, letters must pass between city and country, from wholesaler to retailer. The tone which they carry will have a profound effect upon the dealer's choice of a source of supply. How shall we phrase those letters?

Elmer Fischer, sales manager for the W. B. Coon Company, is one of the few in the women's shoe field who can boast that his house's sales among small town dealers are increasing rapidly, a large share of the volume being derived through the mails. A letter received by him a few days ago from a dealer in a town of 5,000 people typifies the esteem in which the company is held. The customer said, in effect: "I am going to drop all lines of women's shoes but yours; please write me a sale advertisement on all my other lines so I can clear them out in a hurry."

I asked Mr. Fischer how he manages to maintain the friendly feeling of thousands of customers, of whom he has personally met comparatively few. His answer is worth thinking over:

"I never write to customers from my side of the desk," he said. "When the morning's mail brings fifty or sixty letters from retailers all over the country it is a great temptation to handle them as a

group—to consider that here is a task to be disposed of as soon as is wisely possible. Instead, I have trained myself to picture each writer individually as well as I can. I try to see him in his own office, opening my letter. He has bought from us because he feels friendly; he has written to us because he feels friendly; if, now, our letter to him doesn't breathe a warmth equal to his sentiment toward us he is going to feel slighted. So I read his letter again. The first time I gathered the message he intended to convey—the bare message. Now I read it once more, to abstract his way of thinking. Then I write him just as he wrote us, as nearly as I can.

A TOOTH FOR A TOOTH

"For example, his letter may repeat itself over and over again; it is perhaps needlessly long; it goes into almost childish detail; it includes certain local mannerisms of speech. Fine! I reply in kind. I make my letter long; I tell my story to him more than once, only in different words; if at all possible I make occasion to employ the provincialisms which he used; I go into as much detail as he did. If he mentions the drought that is prevailing I mention the drought. When that man gets my letter, I truly believe, he feels satisfied. He has asked a question in his own way and has been answered in his own way; if anybody were to ask his opinion he would probably say that we are his kind of folks.

"The next letter may be from a keen, energetic shoe man in a large city. Conceivably his query may relate to the same subject as the one I just handled. But his text is brief, to the point, snappy. He gets a reply in kind—the fewest possible words. Now, I haven't told the small dealer in a page and a half one whit more than I've said to the city retailer in a paragraph. But each has his own way of thinking and each has received a reply suited to his own mental processes.

"Anybody can understand the error we'd commit in sending the

city chap a tiresome strung-out response; he'd think us a bunch of saps. To send a short zippy letter to the long-winded small town dealer would be just as tactless and would lead to just the same loss of regard, quite likely. I have to remember that the country retailer looks on average city folks with somewhat of a question in his mind. And to any man his own customary surroundings and habits are right; whoever differs from them is wrong. All right; I don't differ. I agree. We're in Rome together and I do as the Romans."

I am acquainted with another individual who has made a national reputation for himself as a writer of sales letters. His creations for distribution among city readers are a delight. But if you were to read a letter that he prepares for mailing to small town dealers you'd hardly believe that it emanated from the same brain. The one type is breezy, ultra-modern, familiar, clever; the other plodding, dull, prolix. Yet his customers find those letters profitable; they come back for more, because small town dealers respond. Here is his explanation—absurdly simple:

"I don't know all the customers of all the concerns that come to me for letters," he said to me once when we were discussing the subject; "how could I? Their number runs away up into the thousands. Yet if my letters are to be effective I have to talk the language of the people who will read them. That's obvious, isn't it?"

"Well, I just get the advertiser's permission to rummage in his files. I dig out letters written to the house by a dozen or twenty small town dealers. These I study carefully—for grammar, for viewpoint, for general make-up and ways of thinking. By the time I have gone over these I have absorbed the flavor. I write my letter closely in imitation of those customer communications. You see, the small town man is afraid of being out-smarted. The least trace of cleverness or flippancy would put him on his guard, arouse his suspicions, close his mind. So

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KNOWN MERIT



ROBERT SHERWOOD *Motion Pictures*



my customers send to him the same kind of letters that he sends in to them. The country dealer feels that he has found a kindred mind in the city. He responds jubilantly."

Harvey Atwell, who makes a livestock remedy, goes even farther. He said: "I was raised on a farm. Then I clerked in a small town general store, before I moved to the city. Gosh knows I'm no fashion-plate, but when I go back to visit the family my old friends kid me about being a dude. They say I look like one and talk like one. Some of 'em even try to call me Mr. Atwell, because I look prosperous to them. Think of that from an old schoolmate!

"Now I'm going to show you a letter that I get out to send to cow-men over my dealer's signature. You'll say it's terrible. So have lots of advertising men. Well, I've tried a dozen or more 'good' letters, but I always come back to this:

Dear Friend:

Your de-horned calves will not go off their feed if you smear Atwell's De-Horning Salve on the stumps. It is better than dip. The bleeding stops almost at once. The pain goes away so soon that the calves are ready to feed in a few minutes. You save about half of the tender calves that die on you now.

Atwell's De-Horning Salve keeps away the flies. Your calves don't get fever. You don't have to pen them up. The stumps will not feel the wind. A dollar can be enough for 25 calves. It never spoils. Ask us about it next time you are in town.

"Never mind what you think," added Mr. Atwell. "That letter has a record of bringing in twelve buyers out of a hundred wherever it is used. That means about \$50 worth of sales for the retailer. A city slicker could make it better literature. They've tried it. But they don't bring the business. I always have to fall back on Old Stand-By."

Mr. Atwell smiled. Then he stuck out a thick forefinger and finished impressively: "Small town dealers and buyers are not exactly Reds, but they come darn near to being Deep Pinks when they're dealing with a city feller. They have to deal with the city. They know it. But they'd just

as lief not, if they could help it. Your job is to get 'em to thinking that you're one of 'em, only just living in the city. Talk their talk. They'll fall on your neck—unless you overdo it. You mustn't try to fake. They'll trip you up on that. But just talk to them like they talk to you—slow and easy—and don't push 'em too hard or too fast. Help 'em to think slow—their natural way."

Advertising Needs a Laugh Once in a While

ERWIN, WASEY & COMPANY
CHICAGO

Editor of PRINTERS' INK:

I think articles like Percy Waxman's "Are We as Mean as All That?" which appeared in the June 23 issue of PRINTERS' INK, are welcome. The world is too solemn anyhow, and if the advertising business is so puny it can't stand a smile at itself occasionally, surely a long face can't save it. A little self-revelatory humor ought to be as healthy for this phase of human endeavor as elsewhere.

ARTHUR KUDNER,
Vice-president and Treasurer.

Joins D'Alonzo-Lancaster, Inc.

John B. Lancaster, formerly secretary and sales manager of the Edward Tailoring Company, Inc., Philadelphia, has resigned to become general manager of the Ausonia Clothing Corporation, of that city. The Ausonia company will hereafter be known as D'Alonzo-Lancaster, Inc.

Joseph Kohart with Caloroil Burner Corporation

Joseph Kohart, for the last six years with the Brooklyn, N. Y., division of American Multigraph Sales Company, is now in charge of the new sales promotion department of the Caloroil Burner Corporation, New York.

Start New Engraving Company at Norfolk, Va.

The Williams Engraving Company, Inc., Norfolk, Va., has been organized to conduct a photo-engraving business. Avery H. Williams is president; Marionette L. Cooper, secretary; and Michael Cooper, treasurer.

F. B. Caldwell Advanced by Link-Belt Company

F. B. Caldwell has been made sales manager at the Chicago plant of the Link-Belt Company. For the last year he has been assistant to the chairman of the board of directors.



**You Can See With One Eye
You'll See Better With Two**

HERE'S Chicago . . . this bustling, thriving, throbbing city . . . with only two morning newspapers. Use one of these papers and you reach part of the people. Use the two newspapers and you cover the market as thoroughly as water permeates a sponge. The Herald and Examiner is one of these morning papers . . . with a million readers daily and over five million on Sundays.

THE CHICAGO HERALD AND EXAMINER

Daily Circulation, 421,765 Sunday Circulation, 1,160,719

National Advertising Manager—J. T. McGiveran, Jr.

W. W. CHEW
285 Madison Ave., New York

W. H. WILSON
Hearst Building, Chicago

T. C. HOFFMEYER
Monadnock Building, San Francisco

76 Years of



1851



1875



Leads in advertising
Leads in circulation
Leads in influence

The Oregonian

.....Traditionally... and Today

The Great Newspaper of the
Pacific Northwest

DOMINANCE

in the .

Oregonian Market



Where American civilization is destined to reach its peak.

DR. J. RUSSELL SMITH, professor of Economic Geography at Columbia University, says in the June "American":

"It is in the Northwest where I expect American civilization, in many ways, to reach its maximum. The particular section to which I refer . . . is the Puget Sound, Willamette River Valley Region. The population of this area is now about a million. It will most certainly increase to 5 or 6, perhaps 10 millions."

The Oregonian Market is the heart of this territory — great now — growing, productive. It has been dominated for 76 years by the Oregonian — in circulation — in leadership. This is the market that is better reached through Oregonian advertising than in any other way.

The Oregonian

Circulation over 104,000 daily
over 154,000 Sunday

Nationally Represented by VERREE & CONKLIN

NEW YORK
285 Madison Ave.

CHICAGO
Steger Building

DETROIT
Free Press Building

SAN FRANCISCO
Monadnock Building



1927



PAUSE in your perusal of battling figures and take a look at this set-up:

A city of 250,000 people you can't reach other than through *THE DAILY NEWS*! No competitive statistics to juggle and fight with and you don't have to take our word for it; just get in touch with your San Francisco distributing medium and ask *him* how to reach the great "Mission District". Here's your chance to make a "Bulls-eye" with your first pellet!

THE Mission District is growing rapidly, and *The Daily News* is growing [81% in 5 years]. Many a space buyer has covered himself with glory with the help of *The News* in making a "Mission Ringer" for his client. Get in touch with the nearest Allied Newspapers Office, or with us.

{A Scripps-Howard Newspaper}

San Francisco's Mission District—A City within a City

37% of San Francisco's population;
27 Banks—one with more than
10 Million Dollars Deposits;
42% of all Grocery Outlets;
44% of all Drug Outlets.

21 % increase in circulation in the past year

The ^{DAILY} News

A Government Warning on Labeling and Advertising Medicines

*Washington Bureau
of PRINTERS' INK*

EVIDENTLY compiled to answer the innumerable questions on labeling and advertising received by the Bureau of Chemistry, a special bulletin on the subject was issued some weeks ago. This publication was sent to chemists and manufacturers; but it appears to be of exceptional interest to all publishers who accept medical advertising.

The bulletin calls attention to the fact that, under the law, the Bureau of Chemistry has no authority to approve or suggest labelings, formulas, trade names or advertising literature. Neither does the Federal Food and Drugs Act authorize the Department of Agriculture to give such approval, and any printed matter upon any label which implies that either the Department or the Bureau has approved it is without warrant.

The word "label" has been interpreted by the courts to cover any printed matter that accompanies the package, such as the shipping container, wrapper, box, carton, bottle label, booklet, or circular. In labeling, the manufacturer is cautioned to avoid any suggestion, hint or insinuation, direct or indirect, by statement, design or device, that may tend to convey a misleading impression in any particular. Unwarranted representations that are indefinite or of a general sweeping character are also condemned by the bulletin, which adds that it is the duty of the manufacturer carefully to consider whether the statements he proposes to put on his labeling are strictly in harmony with the facts.

Care must be taken that no misrepresentation appears on the label, expressed or implied, as to the therapeutic effect of the product, according to the bulletin. "In making statements of therapeutic efficacy on a label, a manufacturer assumes the position of one having a special knowledge of disease and its treatment, and the United

States Supreme Court has ruled that he can be held accountable accordingly." The bulletin states further that personal belief, testimonials in general, dispensaries, scattered, isolated excerpts from medical publications, obsolete medical books, and discarded medical practices are not adequate authorities for therapeutic claims. "The consensus of present-day medical opinion is the standard which should guide manufacturers in labeling."

NAMES OF DISEASES

In discussing the use of the names of diseases, the bulletin quotes a judicial decision which states: "Language used in the label is to be given the meaning ordinarily conveyed by it to those to whom it was addressed." The statement is then made that the printing of names of diseases or disorders on the labeling of a medicine for public sale conveys to the purchaser the impression that the product, in itself, is a competent treatment for the diseases mentioned. "One who is seeking something that will rid him of his trouble is more concerned with the names of the affections for which the product is recommended than with the style of language employed."

Regardless of whether the product is recommended as a "cure," "remedy," "relief," "useful in the treatment of," "indicated for" or simply "for," certain affections, the bulletin raises the question as to whether the product, in itself, by reason of the contained ingredients, constitutes a treatment for the disorders named. It then gives this answer to the question:

"The names of diseases in a labeling, therefore, should be limited to those for which the article, in view of the recognized medicinal action of its ingredients, considered singly or in combination, is a treatment. Names of organs or portions of the body should not appear upon a labeling unless the product can properly be considered a treatment for any and all disorders to which such organs or parts may be subject."

No statement relative to the

therapeutic effect of the preparation, the bulletin rules, should be made in the form of a testimonial for which the manufacturer is not willing to bear the full responsibility. Representations of curative or beneficial effect conveyed by testimonials are subject to the same requirements as other therapeutic claims. When a manufacturer publishes a testimonial to the effect that his medicine has produced certain results, he conveys to others the promise of a similar benefit, according to the bulletin, and he must assume the responsibility for all therapeutic claims made in this manner to the same extent that he does for promises of benefit made in his own words. "That the testimonial may be bona fide and accurately quoted does not relieve him of this responsibility."

In regard to advertising, the bulletin intimates that the Bureau of Chemistry has control of medical advertising under the Federal Food and Drugs Act, for it states: "Collateral advertising in newspapers and elsewhere and claims made by agents determine the meaning of any indefinite or obscure statements or representations in the labeling. The wording of collateral advertising should in no instance exceed, in the impressions produced, the terms of the labeling. No interpretation of, or reference to, the terms of the label should be used to create an impression in the mind of the purchaser that the preparation is a remedy, treatment, or prevention, for diseases for which, in fact, it is not."

In regard to toilet preparations, the bulletin states that such a product that is not intended or represented, directly or indirectly, to be useful for the cure, mitigation, or prevention of disease is not subject to the law. However, manufacturers of toilet preparations are cautioned to exercise care in seeing that their products do not contain any ingredients that might be injurious to health.

The Langton Advertising Agency has been organized at Salt Lake City, Utah, by J. C. Langton.

Why No Premiums for Dealers?

ROBERT BOSCH MAGNETO COMPANY, INC.
NEW YORK

Editor of PRINTERS' INK:

Would you kindly advise the chief reasons why the giving of premiums to dealers is not regarded as good practice, as we believe your editorial policy does not approve of this practice?

ROBERT BOSCH MAGNETO COMPANY, INC.
JOHN T. LANSING, *Manager,*
Sales Promotion Department.

THIS subject might make a book. We will give our answer in a few words:

(1) A premium takes the attention of both the manufacturer's salesmen and the dealer away from the product being sold. If the salesman finds it easier to talk about premiums rather than about the product, he is going to sell the premium. If a dealer buys goods in order to get a premium, he has bought on the wrong basis. The chances are that he won't understand how to resell your product to the consumer. The same thing holds true if you sell only through the printed word. Time and again, manufacturers have given over the bulk of their advertising space to copy on premiums instead of talking about their product. In the final analysis, they are simply advertising premiums. Sell your goods on their merit!

(2) Let one manufacturer in an industry start giving premiums and the idea spreads like an epidemic. His competitors either offer bigger and better premiums or else offer a free deal or a larger discount—both of which are premiums. Sell the goods on their merit—at the right price!

(3) Many manufacturers talk about a desire to find a way to get retailers to maintain prices. Some of those manufacturers offer premiums and free deals. By so doing, they, themselves, are cutting the price. How can they expect the dealer to maintain the price? Start right! Find the right price, stick to it and sell the product on its merit!—[Ed. PRINTERS' INK.]



POST
Total Circulation
209,925
City and Suburban
132,239

More than **130,000** readers of
The Cincinnati Post
Own "Pleasure Cars"
Sell them their Next Car through the Post

*The Largest Circulation
and the Lowest Milline
Rate (1.46) within 300
miles, in any direction.*



SCRIPPS-HOWARD

The Cincinnati Post.

A SCRIPPS-HOWARD NEWSPAPER

Member Audit Bureau of Circulations

NATIONAL REPRESENTATIVES: ALLIED NEWSPAPERS, INC.
250 Park Avenue, New York City 410 N. Michigan Blvd., Chicago
DETROIT : SAN FRANCISCO : SEATTLE : LOS ANGELES

Sanka Car Cards Must Stay, Court Rules

Street Car Advertising Company Enjoined from Removing Cards Objected to by Another Advertiser

IN an opinion handed down on July 6, Justice Ingraham, of the New York Supreme Court, granted the application of the Sanka Coffee Corporation for an injunction restraining the Broadway Subway Advertising Company, both of New York, from removing its advertising cards from Brooklyn-Manhattan Transit Corporation subway cars.

On May 1 the Sanka Coffee Corporation entered into a contract for one year with the Broadway Subway Advertising Company for the advertising of Sanka Coffee in B. M. T. subway cars. After the copy for these cards had been accepted, and the cards had been printed and placed on display by the advertising company, the latter informed the Sanka company that the copy appearing on these cards was objectionable, and asked the company to furnish new cards with unobjectionable copy, making reference to a clause in the advertising contract which reads: "No card containing anything immoral, unlawful or offensive to good taste, or anything deemed objectionable by the Company or by the operator of the cards shall be displayed."

To this request the Sanka company replied that as it did not consider its cards to be "immoral, unlawful or offensive to good taste," it would decline to replace them. Whereupon, the cards were removed by the advertising company. This action resulted in the application for an injunction.

Supreme Court Justice Ingraham's opinion reads as follows:

"Sanka Coffee Corporation vs. Broadway Subway Advertising Co.,

Inc.—Defendant advances no reason why the placards of the Plaintiff were objectionable except that another advertiser 'protested against the continued display of plaintiff's card.' Under all the circumstances I feel that the relief prayed for should be granted. The case pre-



THIS IS THE SANKA CAR CARD TO WHICH THE BROADWAY SUBWAY ADVERTISING COMPANY OBJECTED

sents a situation similar to that in *Beer vs. Canary* (2 A. D., 518), where the Appellate Division in this department granted the injunction during the pendency of the action. Defendant is restrained from removing the cards of the Plaintiff and is directed to re-display those already removed."

Devoe & Raynolds Report Increase in Sales

The Devoe & Raynolds Company, Inc., New York, paints, varnishes, etc., reports net sales for the six months ended May 31 of \$6,409,851, against \$5,533,507 in the same period of 1926. Profits were \$541,805 before Federal taxes, against \$623,556 in the corresponding period of last year.

Tests of Intelligence

THERE probably is no impression that is so generally held among city people, or which has so little basis in fact, as the impression that the reading of a city magazine by a farm family indicates an unusual measure of intelligence or greater than ordinary buying power. No other type of publication does or can do so much as good farm papers have done and are doing to help farm folks develop their intelligence and increase their effectiveness. Farm Life pleases while it instructs more than a million farm families of average intelligence and buying power. Other good farm papers perform a similar service for other important groups.

T. W. LEQUATTE

Advertising Manager

Farm Life

Spencer, Indiana

427 national advertisers have placed orders for space in Collier's for the first six months of 1928 representing the largest volume of advertising ever run in Collier's for any one year.



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Advertisers AGREE

With a circulation well over 1,350,000 Collier's is today the fastest growing national magazine.

Advertisers who buy space for the balance of 1927 will receive a bonus circulation of over 250,000.

Collier's

More Gains—

*Total Paid Advertising
figures for June, 1927,
Show*

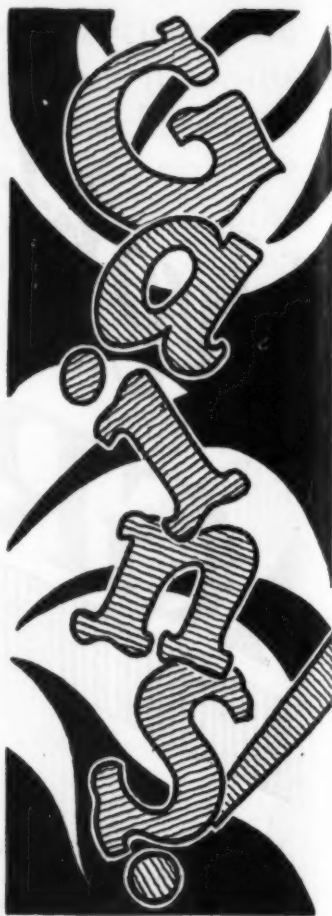
**The Sentinel
Gained
138,546**

Lines Over June, 1926.

**Of This Huge Total
Local Display
Gained
45,599 Lines—**

**Department Stores
Gained
12,743 Lines.**

Here is a significant indication of appreciation of The Milwaukee Sentinel by those advertisers who understand the tremendous sales possibilities of the Wisconsin Morning Market.



The Greater
MILWAUKEE SENTINEL

*It Pays To Buy Advertising Space
On A Rising Circulation*

NATIONAL ADVERTISING DEPARTMENT

| | | | |
|------------------|-----------------|------------------|--------------------|
| NEW YORK | CHICAGO | BOSTON | SAN FRANCISCO |
| W. W. CHEW | W. H. WILSON | W. W. CHEW | T. C. HOFFMEYER |
| 285 Madison Ave. | Hearst Building | 1035 Little Bld. | Monadnock Building |

Give Your Advertising a Chance to Sink In

Many a Good Idea Is Abandoned before It Has Had Time to Make an Impression on the Public

By A. H. Deute

FIVE years ago, a man on a Pennsylvania Railroad dining-car called the steward over to him and complained bitterly about his cup of coffee.

The steward very tactfully expressed his regret, removed the offending cup of coffee and brought another. The man was satisfied.

I wondered at the time if the patron of the road was really justified in complaining, and also whether the second cup did not come out of the same pot from which the first had been poured.

But what really interested me was the statement of the steward: "I am really very sorry that you are disappointed with our coffee. The Pennsylvania dining-car service takes great pride in the high quality of its coffee and the care with which it is made."

Several times since then, I have heard stewards and waiters tell people of the effort made to provide excellent coffee. And that thought has spread and now people are talking about it. It is a good idea which has been put to work.

There is another transcontinental line which features chicken pie. On a dining-car of the chicken pie railroad, a steward told me that far from people tiring of them, quite the contrary is true. During the days people spend on the train they eat chicken pie several times. They seem to board the train with a chicken pie appetite. Others have apparently told them about the pies. All over the country there are examples of restaurants and hotels which prosper on the basis of featuring certain articles and sticking to them.

Among the ranks of advertisers there are numerous examples of the value of driving a single pertinent idea home. Some of these ideas have been so well expressed in a few short words that these

single ideas have come to be known as slogans. But what they really are, are single ideas which have been thoroughly impressed upon the great mass of people. The idea has been developed from various angles and from many approaches, but always the general public has been made the receiving end for a certain potent idea, constantly driven home.

Now, over on the other side, is the restless attitude of many an advertiser, who feels that, because he sees his own advertising and reads it, everyone in the country does the same thing and that as a result, his advertising is "an old story," when, as a matter of fact, relatively few people have become even mildly saturated with the idea.

A lithographer* here in New York told me a few days ago that a customer of his bought several thousand window trims last year. They were received most enthusiastically by the trade. He kept on getting requests for more. But this year, he had an entirely new trim made up.

OLD TRIM DISCARDED

He could have bought a second run of his last year's trim at a much lower price than he had to pay for the first lot. But he chose to discard the old trim entirely, even though he had used only enough to cover the country in a thin way a single time. He is not an advertiser who throws his money around recklessly. He spends it carefully. He is sincere in the belief that he is getting the most for his money by changing his display entirely and buying a completely new trim.

But his new trim is so vastly different from the one he used a year ago that it is hard to recall that it features the same product. It is

very possible that he is sacrificing continuity for the sake of mere variety. To him, the last year's piece of advertising matter, which has been standing in his office right before his eyes these many months, is an old, worn-out story. But he overlooks the fact that hardly another single individual in the country has had more than one or two glances at it during the entire year.

Over against this plan of doing away entirely with the old piece of advertising matter and getting something absolutely different, is the plan which another manufacturer is using to good advantage. He is sticking to the same general trim. He is buying second and third runs and buying economically. At times he buys larger runs, using one piece for two or more seasons and getting a price in proportion.

He gets variety into his store advertising by paying a leading department store window trimmer to make up a simple but very effective window display, built around his trim. Then, when he sends out the trim, he sends with it a print of the actual window. It serves as a guide for whomever puts in the trim.

By changing these prints from time to time, it means that the actual display as it strikes the eyes of the public is completely different, but at the same time continuity is being maintained. Aside from the element of economy, there is the important fact that so far as the casual consuming public is concerned there has been no real break in any chain of thought which might have been developed in the mind of the prospective customer.

There is a firm in New York which annually spends many thousands of dollars in advertising, but which has never seemed to stand out as a dominant advertiser. Not long ago I was talking with its advertising manager. He said to me: "I have tried several advertising agencies. I have been raking my own mind year in and year out for clever ideas, but I don't seem to be able to dig up a good advertising stunt."

This was an illuminating remark. Maybe it had much to do

with that firm's failure really to get over its advertising message. It failed to give any single advertising idea a chance to impress itself upon the reading public.

Possibly, if that advertising manager would go back over his campaigns during the last ten years, he could dig up a half dozen single ideas, any one of which, properly developed, would have made good in a big way. But, as it was, he would have an agency work up a series of advertisements, he would run them, and then scrap the whole thing and go over to another appeal or an entirely different copy slant.

One good selling thought, well developed, properly worked out, can be the salient feature of one campaign after another. One idea properly presented may well serve as the basis of campaigns over many years.

But it is usually very hard for the advertiser, who lives constantly with his own advertising, to remember that the general public gets only a fleeting impress of what he sees constantly. He may feel that a product is well advertised when the general public has only a faint impression of it.

AN ADVERTISING LESSON FROM A MUSIC WRITER

The advertiser can learn a real lesson in advertising by talking things over with the professional music writer. One of the leading writers of songs which become "hits" in the annual crop of musical shows is Harry Akst. To the public he is a writer of pleasing and tuneful music which finds its way into the theaters and onto phonograph records and drifts to you over the radio. Recently, though, he said to me:

"Writing a piece of so-called popular music and popularizing it are two entirely different things. Take two equally good numbers. One may become very popular while the other may not sell enough copies to pay for the printing. And the relative merits of the two numbers may leave little to choose between.

"But one has been properly 'put over' and the other has had just

An Expanding Market



Every smaller town dealer is selling to a bigger territory than ever before. His customers visit him more frequently—in their automobiles.

His market is expanding every day. It has become worthy of intensive cultivation.

Just as general magazines concentrate in mass markets Household Journal is found in the smaller town and country. Each type of publication supplements the other—and they are both necessary.

700,000 smaller town families subscribe to, and read, Household Journal. Use its influence to increase your sales.

The HOUSEHOLD JOURNAL

IRA E. SEYMOUR, *Advertising Manager* BATAVIA, ILLINOIS

Chicago Office

Rhodes & Leisenring, *Managers*

Bell Building, 307 Michigan Blvd.

Central 0937

New York Office

A. H. Greener, *Manager*

116 West 39th Street

Room 825

CHARTER MEMBER OF AMERICAN HOME MAGAZINE PUBLISHERS

ordinary 'plugging' or no 'plugging' at all."

Then he went on to explain what "song plugging" is and through it all there stood out a fine advertising lesson.

It seems that basically there is an idea for the tune or melody, just as there is a basic idea for an advertising campaign.

The piece of music is written and then the real work of making it successful takes place. Maybe it goes into a musical show and it seems promising enough to make it the feature number of the show. So the orchestra first starts in "putting it over" before the show is really under way. Then the star sings it. The chorus puts on some clever dance steps to accentuate the rhythm of the melody. Then the comedians may take it from another angle and do their part to drive it home into the minds and ears of the audience.

Between acts, it is played again. As the audience leaves the theater, the orchestra plays it once more with the time changed a little so that it makes an ideal thing to hum or whistle; while at the door copies of the song and phonograph records are on sale. When you get home from the theater and tune in your radio set, there it is floating in over the air.

But that is not all. Cabaret singers and entertainers generally are induced to feature it during their programs. Dance orchestras are provided with special orchestrations. Representatives of the publishing house go personally to "sell" the song and the melody to band and orchestra leaders.

There is no thought of just writing and publishing the song and then trusting to a casual and indifferent public to seek it out and make it popular.

Advertising men would not call this "plugging." They would call it "merchandising." Which is just as good but no better as an expressive term than "plugging."

Many an advertising manager might learn a lesson from the song writers and music publishers. He might well study the methods, for instance, of Benny Davis, a young man whose royalties run into sums

which would make many bank presidents' salaries seem modest. But Benny himself, who has written such successes as "Margy," "Indiana Moon," "Yearning" and others, assures one that just fitting together a lyric will not solve the problem of buying fur coats for Mrs. Davis. The song has to be "put over," or "merchandised," if you please. And so you see him, at frequent intervals, appearing in vaudeville or at night clubs building an acquaintance and "putting over" his songs. He is just as much concerned with "merchandising" them as with writing them.

IT TAKES LONGER IN ADVERTISING

But the outstanding difference between the song business and the advertising business is that while in both cases the ideas have to be "merchandised," in the case of advertising it takes often a long, long time to develop the idea to its full possibilities, and, even then, it is true that after several years there may still be room to bring it out from an entirely different angle. Personally, the only glove advertising I can recall is that for Meyers gloves, which sticks to a good illustration and the statement "Like Old Friends, They Wear Well."

I don't know how many years it has taken me to get that idea into my head, but I do know that now it is firmly embedded, and when it comes time to buy gloves, the natural thing to do is to ask for Meyers gloves. But it was not any single advertisement or any single statement or any single impression that accomplished it.

A retailer in Kansas recently made this statement: "I don't think that the average advertising man or advertising agent really knows the average buyer or consumer. They don't seem to be geared up the same. If you could read the letters that come to me from advertisers on the one hand, and then get the comments which come to me from my customers on the other, you would realize how little the advertising men and the actual buying public have in common."

"One big reason for this is that the advertising men live in an at-

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Cover to cover

"Of all the magazines I read, Nation's Business is, in my opinion, the best and is about the only one that I read from cover to cover."

—JOSEPH H. RYLAND, President, San Jose Water Works, San Jose, Calif.

NATION'S BUSINESS

July



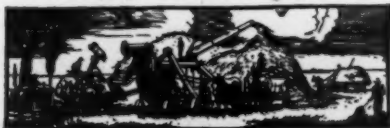
1927

**Bureaucracy Puts Out
to Sea** *by Chester Leasure*

**Business at the Mid-Year
Turn** *by Industrial Leaders*

Reckless Reclamation.
by Representative W.R. Wood

Map of Nation's Business, Page 46



Published at Washington by the Chamber of Commerce of the United States

A QUARTER OF A MILLION CIRCULATION

Best Foods

FANNING'S

BREAD AND BUTTER PICKLES



Pass this

as you would a magazine page or a poster, and pickles won't enter your mind—or your mouth! Place it in front of you for ten minutes or more *every day*—the way 40,000,000 people see the car cards *every day*—and you will think of pickles and want pickles.

Since 1924 Best Foods, Inc. have quadrupled their

STREET RAILWAYS



*The Rare
Old-Fashioned
Flavor. Neither
Sweet nor Sour*



**THERE ARE NO OTHER
BREAD AND BUTTER PICKLES**

his quickly

acific Coast sales where they discontinued all
r, and other forms of advertising and started Street Car
mouth! advertising. Other States have been added since
more advertising. The total of their Street Car advertising con-
he car acts now exceeds a half million dollars.

he people ride in the street cars for long periods—
d their long enough each time to make them hungry for the
oods so appetizingly displayed on the car cards.

YS ARTISING COMPANY



"What's in a Name"

A name is like a flag. In itself it means nothing. In what it represents it means everything.

We have a pride in the name Isaac Goldmann Company. It represents the confidence of discriminating clients—won and retained—and the prestige which has sprung from that confidence, and flourished with it from year to year over half a century.

Isaac Goldmann Company
ESTABLISHED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST.
NEW YORK, N.Y.

TELEPHONE
WORTH 9430



4, 1927

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mosphere of advertising. They work and talk with other advertising men. They watch the products of other advertising men. They compare copy and art work and that sort of thing. They see things in their competitors' advertisements which the general public probably never notices or sees, and wouldn't care about if it did see it.

"But in seeing something clever being done by some other house and some other advertising man, that particular house is inclined to scrap its present campaign and try to go the competitor one better. So you see ideas which, over a period of years, could be made to sell goods actually discarded before they have had a chance to become known to the general public.

THE PUBLIC DOES NOT HAVE TIME TO ABSORB THE MESSAGE

"The general public really does not eat up the advertising in the same way in which the advertising men feed it to them. I think that advertising ideas and advertising copy about one and the same product are often shifted around so rapidly and presented in such a quick moving way that the general public finds the whole thing changed before it has had a chance to get the message. It reminds me a great deal of the printed phrases which are dropped in between scenes in the movies. Suddenly, you find a sentence of say, twenty-five words flashed on the screen. If you are able to read very rapidly, you may read and understand the entire sentence in a few seconds. But the words still remain before you. Then, quite a while later, you find the audience breaking into laughter or otherwise expressing understanding. The fact is that the general reading public takes much more time to absorb an idea than does the unusual individual.

"There is as much difference between the professional advertising man and the general reading public as there is between the teacher of English who can rush through a twenty-five word sentence and the average reading public which takes three times as long.

"That is why much good advertising is actually wasted. It never does get its message into the minds of the people who ought to be impressed by it. The advertisement is held up to them for a second, and snatched away. The advertising appeal is rushed up to them and then hurriedly pulled away while another entirely different argument is hustled into view.

"You might say that an observing public will get something out of these fleeting impressions, and that is true. But it will not absorb nearly as much as it would get if it had a chance really to digest the idea, or if the idea were presented to it in various ways and given a chance to sink in. I don't think there is any shortage of clever advertising ideas. But I do think there is a lack of appreciation on the part of advertising men of the length of time it takes for an idea to really sink in."

All of which brings us around again to where we started. All too often a good idea is pulled away and not given a real chance to eat its way in, influence the public and actually sell goods. It usually gives way to another idea because the boss or the sales manager or the advertising manager feels that there ought to be something new; or because the advertising agency feels that unless it produces a new idea every few weeks or at least every season the advertiser won't feel that the agency is showing enough action.

Power Transmission Advertising Conference Held

At the advertising conference of the Power Transmission Association held recently at Cleveland, H. S. Trecartin, who is conducting a survey which the association is making, described an analysis of business-paper advertising. A discussion followed in which the need of the preparation of authentic technical data was emphasized as necessary for the use of salesmen. The next meeting will be held in September.

Portland "Telegram" Appoints J. L. Travis

John L. Travis, of the Portland *Oregonian*, has been appointed general manager of the Portland *Telegram*. He was formerly managing editor of the *Seattle, Wash., Times*.

"Tell Me Not in Mournful Numbers"

Grand Totals Are Good Material for After-Dinner Speeches, but Are Dangerous Tools with Which to Work

By Tom Dartnell

Manager, Research Department, Federal Advertising Agency

"—Even veteran bridge players will often make the mistake of not really studying the dummy before plunging right into the game," Mr. Swift remarked one pleasant evening. "A few seconds of calculation at the beginning of the game not only show you what you can reasonably expect your opponents to do, but make your game more interesting."

Being about as intelligent at bridge as a space buyer dopping out a corner window display, I can only guess at the technical significance of Mr. Swift's remark, but I do claim to see in it a candid observation which can be applied to work called Market Analysis.

Of course, it's rank heresy to admit such a thing, but sometimes I condemn mathematical accuracy when calculating market possibilities, in the same way you often condemn high bids at bridge by "doubling" your opponent. You know he's counting on every possible card instead of common-sense, conservative possibilities.

What is the Market Potential for My Product?

A little book on my desk tells me that there are 28,457 shoe stores in the United States. Another one says there are 31,357. A third and a fourth offer still different opinions, and one estimate runs as high as 140,000.

"What is the maximum potential sale for my product?" asks Mr. Blue, of the Tripoli Shoelace Company. There are probably as many ways to answer his question as there are schemes to control retail prices—all equally good.

Setting aside the obvious fact that the answer will not do him \$5 worth of practical good anyway, we can arbitrarily agree that if every family uses only one of his 10 cent shoelaces a year, and

the number of families according to the 1920 census is 24,351,676, then the United States will consume 24,351,676 shoelaces per year. If the manufacturer's net profit is only 1 cent a shoelace, his proceeds are \$243,516.76 a year. Or figuring on the basis of outlets—if every shoe store disposes of twenty Tripoli shoelaces a week, the whole 30,000 shoe stores would dispose of 31,200,000 shoelaces a year. This is, roughly, 5/4 of our first figure, on the basis of one shoelace per family per year.

It's more fun than a good stiff game of solitaire to juggle big fat numbers that way, and one of the amusing facts is that it's usually considered bad taste to reduce these ponderous figures to round numbers. If the total is 24,351,676, it's 24,351,676 not 25,000,000.

"WHAT DIFFERENCE?"

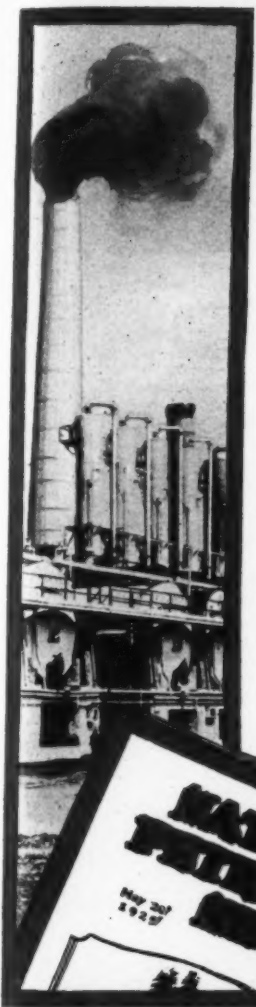
To the manufacturer (with salesmen all over the United States) who asks, "How big is the total market for my product?" some courageous individual should casually remark, "What difference does it make?" But if the client is new, or young, or pernickety, and his curiosity *must* be satisfied, there's a much more reasonable way to figure the total.

You can seldom go wrong by starting with the small unit of the product, i.e.—one carton of shoelaces (twenty-four in a carton). It might be possible to sell this new shoelace to one out of three retail independent shoe stores, but the chain store and shoe manufacturers constitute a separate problem in themselves.

It would be safer to assume that one out of ten stores could be sold the first year, and this understatement of the first year's potential

Humanly Appealing

OIL men are decidedly human creatures. It is a profound mistake to think of them as bespectacled technicians or unsmiling machines. National Petroleum News is a business weekly edited to be valuable to oil producers, oil refiners and oil marketers but also *written to be humanly appealing*. That's why it is never sepulchral serious and one of the reasons for its outstanding reader-interest.



Member:
A. B. C.
A. B. P.

A WEEKLY NEWSPAPER FOR PRODUCERS, REFINERS, MARKETERS

Edited from

| | | | |
|---|--------------------|------------------|---------------|
| World Bldg. | 35 E. Wacker Drive | 342 Madison Ave. | West Bldg. |
| TULSA, OKLA. | CHICAGO | NEW YORK | HOUSTON, TEX. |
| Petroleum Securities Building — LOS ANGELES | | | |

Published from

1213 West 3rd Street, CLEVELAND

would be entirely harmless if it hit too low. An optimum or maximum potential figure might cause endless dissatisfaction.

Having decided that 3,136 outlets (one out of ten) the first year is a safe potential, it would next be necessary to find out how many shoelaces a family wears out each year, compared with the number of shoes it wears out. It's easy just to say "a shoelace a year." It sounds so little!

But it will be decades before some families will get around to try your shoelaces. Others won't like them—sad but true. Your 3,000 shoe stores—(don't remind me that my first figure was 3,136 when you haven't actually got a hundred of them on your books today)—may each have 300 families trading with them, but that first carton of shoelaces they buy may last two weeks. The trouble is (if you'll return to bridge terminology) you didn't study the dummy.

You may put your shoelaces side by side on the shoe store shelf with well-known brands, but putting them side by side on the shoes of the nation is far more important—and difficult.

It's conceivable that twenty-five cartons per year per dealer would be a fine average. That would be 75,000 cartons the first year, or at 24 cents net profit per carton, \$18,000 total net profit exclusive of contracts with manufacturers and chain stores. Seems a lot more reasonable, doesn't it?

The crux of the whole matter is this—suppose net profit actually comes to \$36,000, instead of \$18,000. Everybody feels good and says: "We did twice as well as expected!" Then the second year, it's possible to calculate the potential much more accurately.

How Many Consumers for My Product?

I believe this is the original of that collection called "Ask Me Another." To answer it, the idea seems to be to make the total as big as possible and all figures are supposed to be approved by the Government Census Bureau. Suppose the product sells to people over forty-five years of age. The

1920 census tells us there were 21,963,380 such individuals in the United States in that particular year.

"I don't care how many there were in 1920," says our friend, the Fussy Client. "I want to know how many there are *now*!"

This rebuttal is excellent debating form, but if the ace has already taken the trick, why trump? A total of 21,963,380 potential consumers is more than you can handle anyway.

In other words, when you ask how many people in the United States are past forty-five years and therefore prospects for your patented liver pills, and you are told "21,963,380 as of 1920," you are not expected to take that figure seriously.

It's this way. You and I go to a swimming hole. You ask me: "Tom, how deep is the water here?" If, from experience, I simply say, "Oh, you can dive from any place on the bank," that will satisfy you just as much as if I get out a record of depth measurements and a hydrography map and prove it to you.

People should ask about these big census figures *before* they make their products, because afterward they're bound to sell them even if you can prove there's not a solitary consumer on land or sea.

You frequently hear the Government criticized for publishing information that is out of date. Certainly it's at fault in distributing trade condition booklets dated 1910 or earlier without the flicker of an eye, but for practical purposes, a 1920 census or at least the latest estimate figure will nine times out of ten serve the same purpose.

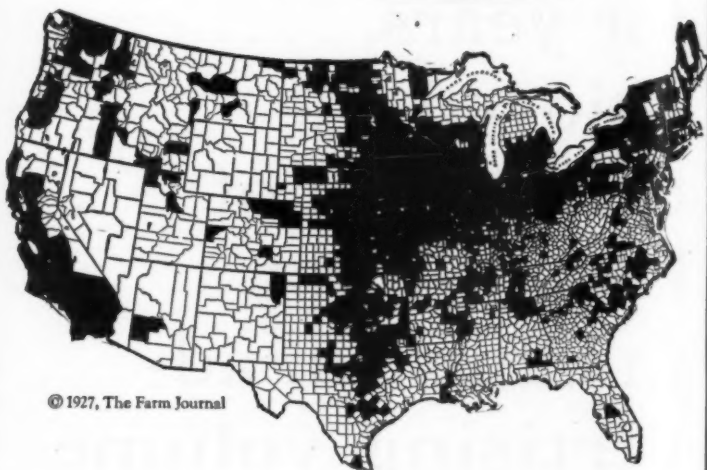
I sometimes think we're so easily impressed by Big Totals that we over-estimate their importance. Granted that every merchant in the ginger ale industry should know what direction that industry is taking, he is otherwise concerned only with totals within his own grasp. Grand totals make interesting material for after-dinner speeches, but they are dangerous tools to work with because they tend to overstate the possibilities for any one sales organization.

☞ The COLUMBUS
DISPATCH has,
for years,
enjoyed the
distinction of
being "First
in Ohio" in ad-
vertising volume

~ ~ There must
be real sales
possibilities here
certainly ~ ~ ~

*... else why should advertisers
have bought nearly 23 million
agate lines in the Dispatch in
a single year?*

The Primary Farm Market by Counties



© 1927, The Farm Journal

The black areas comprise the 1198 better-than-average agricultural counties, determined by correctly rating each of the 3044 counties in the United States according to farm income, farm property value and number of white farm families.

No arbitrary group of states, nor any single state, but the best counties in the entire United States, constitute the Primary Farm Market.

The Farm

first in the

PHILADELPHIA • NEW YORK • BOSTON • ATLANTA

CHICAGO

"Expedient" and "Fundamental" are not of the same family tree

They're of different breeds, these two. The "expedient" is veiled in glamour—the "fundamental" is revealed in facts. More than a subtle difference. Yet it often requires the light of analysis to distinguish between them.

The Primary Farm Market is based upon fundamentals—farm income, farm property value and number of white farm families—upon facts, not fancy. And, by the very definition of "primary", there is only ONE Primary Farm Market. It is composed of the 1198 *better-than-average* agricultural counties, in which are located

69.4% of all farm income
74.1% of all farm property value
59.9% of all white farm families
60% of all important trading centers

In the PRIMARY Farm Market—the most profitable market for advertisers who sell to farmers—there is located 76.2% of The Farm Journal's circulation. The Farm Journal is first in the Primary Farm Market, with the greatest volume of R. F. D. circulation—the most reliable gauge to real farm circulation.

1,400,000 Circulation

Journal

farm field

CHICAGO • SEATTLE • SAN FRANCISCO • LOS ANGELES

His Income

would make the
Average Space
Buyer
Turn Green
with Envy

Mort E. Atkinson, Wood-
inville, Wash, did a gross
business of \$99,317.10 last
year buys a new car
every year and is typical of
the poultry raisers living
in good homes who com-
prise the more than a
quarter of a million
monthly circulation of the
two poultry papers men-
tioned below.

Hints to National Advertisers

Shrewd advertisers will
reach the poultry raiser
through the media closest
to his heart the poul-
try paper. Remember!
more than 66% of those
answering a questionnaire
sent to a cross-section of
our circulation stated that
they *preferred* reading a
poultry paper to a general
farm paper. Reach him by
talking to him in his own
language in his own paper.



Poultry Tribune
Mount Morris, Illinois

American Poultry Journal
Chicago, Illinois

A Retailer Advertises His Percentage of Profit

This Youngstown, Ohio, Furniture Merchant Meets Price Competition by Using Full-Page Newspaper Space to Describe His Selling Policy and His General Operating Program.

ONE effective way to meet a particularly mean case of price competition in a local market comes from Youngstown, Ohio. As an example of how advertising can be used to refute misleading statements and correct false impressions circulated by price-cutting competitors, this plan will be found more than ordinarily interesting.

The circumstances are as follows: The Homer S. Williams Company is a leading furniture dealer of Youngstown. A competing organization operating stores in and out of the city offered a 50 per cent discount on its merchandise. The Williams company investigated these offers, and found in a number of instances that the regular sales price of Williams furniture was less than the net price of the competing furniture at 50 per cent off.

The Williams company then engaged two certified public accountants to examine its books. Both made written statements to the effect that the gross profits of the store were 37.7 per cent of net sales during the month of April, 1927, and that gross profits are determined before expenses are deducted. These two statements, typewritten on the accountants' letterheads, were made into a line engraving, which formed the center of the following page advertisement, set under the two-line caption, in 72-point type: "A Startling Statement of Truth That Should Banish Every Doubt Regarding Our Furniture Prices and Selling Policy."

The advertisement is its own best record of the incident which brought it into existence. Beneath the caption already quoted,

is a sub-caption: "The Homer S. Williams Company presents verified facts that answer recent misleading statements and false impressions regarding enormous furniture profits and exaggerated promises of impossible discounts!"

The full text of the advertisements follows:

Strangely enough, there is a wide and growing misunderstanding regarding the vast profits and high percentage of mark-up in the retail furniture business throughout the country. Exaggerating the facts to the breaking point have been the widely circulated promises recently put forth, wherein discounts as great as 50 per cent have been declared possible. Undoubtedly this has tended to create a spirit and feeling of distrust in the minds of many and has retarded their purchase of Home Furnishings—vital in creating the proper home environment for the growing generation.

To date no attempt has been made to boldly present to the public the actual facts as they exist. Perhaps this has partly been due to the fact that many furniture retailers have not maintained a definite price policy. In order to make possible the radical appeals of "Sales" and "Price Reductions," unwarranted profits have been placed on merchandise in their displays. This juggling of prices has clearly shown a lack of stability and has most logically torn down public confidence in scores of instances.

A Direct Challenge

In view of the extreme lengths to which The Homer S. Williams Company has gone in establishing a definite, sound basis of actual furniture value, we feel it is unfair to let these recent statements and wrong impressions go unchallenged! After nine months of successful operation of our New Price Policy and Selling Plan we are fully convinced that the public does desire and appreciate the opportunity to buy with full understanding and confidence.

To prove that we truly merit this confidence we have no hesitancy in opening our complete business records to the critical inspection of two of Youngstown's outstanding Certified Public Accountants, whose certificates in the center panel set forth their true findings. We urge you to read every word of their statements carefully and thoughtfully. Therein lies profound evidence of our straightforward policy and low prices.

"Sale" Prices Every Day

The public has always been willing to pay a legitimate price—but rightfully insists upon knowing for a certainty that the price is a legitimate one. With impossible offers of great price reductions, tremendous discounts, etc., is it any wonder that all furniture dealers have been forced to rest under a stigma of improper profits and perhaps doubtful merchandising practices! Here at The Homer S. Williams Company every day is a sale day and every price a sale price, because—as the findings of these

accountants clearly reveal—our original profits are fair and our prices are based upon the actual cost of the goods, plus only an honest profit, and plus the costs of doing business. That is why we are glad to be the first to focus the searching rays of publicity upon the most intimate facts of our business.

Here Is a Typical Example

We feel sure you will be interested in a concrete example of misrepresented facts, to which we have been alluding. In a neighboring city we recently made a full and exacting investigation of a widely-heralded "50 per cent discount" offer. In carefully checking a number of actual items of furniture also carried on our floors, our regular every-day price was found to be 6 per cent less than their price after 50 per cent (think of it!) had been deducted. One exact bedroom suite which we sell for \$198 was priced by them at \$420—less 50 per cent—or \$210 net, thus making our price still \$12 lower. In all other items checked the same relative difference was found.

In Significant Contrast

Standing out in striking contrast to such flagrant misrepresentation and price juggling we want you to note some local examples of confidence as expressed toward our policy and fair dealing. Recently we were given the complete order for furnishing 140 additional rooms being added to Hotel Ohio—placed in our hands without competition and with a written contract. Ask Mr. Hannan why! In 1916 we furnished the Tod House complete, and since that time have provided thousands of dollars' worth of goods to The Hotel Ohio Operating Co., always giving fair prices and honest value. Such recognition must be deserved. Again, in the year 1919, within a period of ten days we furnished \$110,000 worth of merchandise to local industries, with no contract and with no mention of price. Our friends tell us that we have been too modest in acquainting the public with such testimony of our business dealings.

Turn to the certificates here reproduced and read the statement of these Accountants' findings once again. Be sure to note that 37.7 per cent less (.3 less than 38 per cent) gross profit is the actual per cent earned over the cost of the merchandise itself. From this must be deducted all expenses incidental to the operation of our business, such as rent, light, heat, taxes, insurance, payroll, delivery, upkeep, depreciation, etc. Does this not clearly demonstrate that our low everyday prices are fair, honest prices that should commend them to you when you desire to purchase any needed articles for furnishing your home?

Still you may ask—"How are these low prices possible?"—which is indeed a fair logical question. Our new price policy and selling plan is based upon increased volume, the natural result of a lowered price scale. In addition we buy advantageously and secure a more rapid turnover of stock than is customary in this line. Back of all this is a strict policy of economy in general administration. Our advantageous lease and the fact that we are subleasing con-

siderable space, brings our actual rent to less than 2 per cent—perhaps without parallel in a comparable business our size. Through a wise readjustment of our business in many of its other phases we have been able to cut our operating expenses approximately \$35,000 during the past year. Every sale we make—every article you buy here—shares the advantages in price with such savings made possible.

The response to our announcement nine months ago was electric in its rapid growth. One woman told another—it was widely discussed at luncheon clubs and over bridge tables. "A Store With a Price Policy as Definite as a Bank" is a slogan that has gathered meaning as its significance became known. "Low prices every day" is a term that holds greater appeal when it is realized that we also offer payment terms—a year to pay, when desired—and that even our low prices are subject to 10 per cent discount for cash.

Are We Entitled to Your Confidence?

To the homes of Youngstown the facts here presented have a much greater significance than you may at first realize. The new price policy and selling plan of The Homer S. Williams Company has caused wide comment from all parts of the nation. Leading trade journals and business experts have declared it one of the most notable merchandising ideas of this period. But we go even further in cutting deep into the intimate facts of our business. We lay them here before your eyes. In our innermost hearts we feel and know that this store is entitled to your confidence and to your patronage. The frank truth is far more powerful and convincing than vague illustrations and meaningless prices.

The advertisement appeared in both Youngstown newspapers on Wednesday, June 22.

Department Store Features State in Advertisement

A recent newspaper advertisement was used by L. Bamberger & Company, Newark, N. J., department store, to call attention to the State of New Jersey as the "summer playground of the East." The advertisement was in the form of a chart, illustrated with small drawings of the various summer activities possible in that State, such as yachting, motoring, tennis, etc. The copy listed the outstanding geographical and historical points about New Jersey. "Come to New Jersey, the Summer Playground of the East" was the caption of the advertisement.

In the report of the resignation of F. William Plumer, as vice-president and treasurer of Floing-Plumer, Inc., New York, which appeared in the issue of July 8, the company was incorrectly termed an advertising agency. This company, the name of which has been changed to W. O. Floing, Inc., is a creative service for advertising agencies.

The Dallas Morning News

THE DALLAS JOURNAL

The Semi-Weekly Farm News

ANNOUNCE THE APPOINTMENT OF

THE JOHN BUDD COMPANY

NATIONAL ADVERTISING REPRESENTATIVES

EFFECTIVE AUGUST FIRST, 1927

How Long Does Advertising to Architects Live?

SHEET STEEL
TRADE EXTENSION COMMITTEE
PITTSBURGH, PA.

Editor of PRINTERS' INK:

The Sheet Steel Trade Extension Committee, interested in improving and extending the use of sheet steel, has a little problem which you may be able to help us solve by reason of information you probably possess. If so, we would very greatly appreciate it.

The problem is this: About five months ago, we distributed to architects a standard specification for sheet steel cornices. This was bound in the standard A.I.A. folder. Now the question is, what is the life of such a specification in the architect's files? Quite naturally it depends upon how often it is used and the answer can only be very general, but even that would help. How long is it before such a specification is lost, mislaid or worn out?

We should like to steer a well chosen middle course between wasting money and making the architects tired by sending the same thing too often, and on the other hand, of losing the opportunity to accomplish our purpose by entertaining the idea that once bringing this specification to the attention of the architect is sufficient to constitute all the service that is necessary on this subject for all time to come.

SHEET STEEL TRADE EXTENSION
COMMITTEE,
STANLEY A. KNISELY,
Director, Advertising and Publicity.

IT is very difficult to answer an inquiry such as the above definitely, on account of the varying practices of architects and also on account of the difficulty of learning how often the architect will use the material, a factor which has a bearing on the life of such material.

An interesting article, "What Kinds of Catalogs Are Kept for Reference?" by George A. Chapman, a member of the American Institute of Architects, appeared in the April, 1924, issue of **PRINTERS' INK MONTHLY**. This, as the title implies, dealt with the architect's preferences concerning advertising material and his methods of filing it.

LeRoy E. Kern, technical secretary of the Scientific Research Department of the American Institute of Architects, says: "In order to insure every office having a copy of the specifications, it

might not be regarded as a waste to send a second copy within a comparatively few months after the first one has been sent. We have found that due to the quantity of worthless literature that most architects receive, it frequently is necessary to send two copies to get one preserved.

"Because of the fact that many of these offices are now using the standard filing system and the literature referred to is marked with the A. I. A. file number, this situation has improved and will continue to improve in the future.

"Aside from this, the only thing that I can think of that would have a bearing on the case would be if a piece of literature is much over a year old. There is always a little doubt as to whether it contains the latest information. The only suggestion that we can make is that the second copy be sent within a reasonably short time after the first; and occasional mention should be made of the specifications in magazine advertising; but after the second distribution, copies should be sent only on request or until revisions have been made, or until a year or two has elapsed since the date of the previous copy."

It would seem that the factor which would militate the most against the life of a piece of direct-mail to architects, or to other prospects for that matter, would be the question of timeliness rather than the question of wear. Under normal conditions, it is very difficult to wear out the average data sheet or catalog; but the prospect quite frequently will remember that he has had the data sheet or catalog in his possession for some time and will entertain some doubts as to its timeliness, with the result that he is likely to turn to material which he knows is up to date, in preference to taking a chance on material of which he is not sure.—[Ed. **PRINTERS' INK**.]

"Vaseline" Earnings Reported

The Chesebrough Manufacturing Company, manufacturer of "Vaseline," reports for 1926, earnings of \$967,189, against \$1,003,032 in 1925.

54,552 Copies

This figure is the largest circulation obtainable in the bank field with a single medium, and is so controlled that it reaches one or more senior officer in each of the 32,441 banks of the United States and Canada.

The Burroughs Clearing House completely blankets this field, which possesses or represents the greatest direct and indirect purchasing power of any one vocational group in the world.

This 100% coverage is offered at the lowest advertising rate of any publication in the banking field.

The Burroughs Clearing House

Burroughs Ave. and Second Blvd., Detroit, Mich.

The Farmer Is Getting

A chart in the May Federal Reserve Bulletin shows that agricultural and industrial commodities are now in almost exact price balance.

The farm market is on the up-grade. A tremendous volume of business is now being done nationally by those manufacturers who are aggressively reaching out for farm trade—and there is even more in sight.

HIS INCREASING INCOME

Wheat Higher

Cash wheat has had a rise of 19 cents a bushel on the Chicago market in eight weeks' time.

July wheat—the first of this year's crop to reach the market from the Southwest—shows an increase of 21 cents a bushel in eight weeks.

Northwest's wheat—known as September options—shows a gain of 20 cents in the last eight weeks.

Corn Higher

Cash corn has been beyond the hoped-for dollar a bushel. It shows the amazing increase of 26 cents in eight weeks.

September corn is 20 cents a bushel above the 1926 level—an increase in value of over 25%.

Oats Higher

Cash oats and rye, and all future options, have advanced nearly 25% in value over 1926 prices.

Cotton Higher

Cash cotton, middling upland, is 17 cents, a gain of 6 cents from last fall's low price.

Other Products

Dairy and poultry products are selling at high prices. Livestock prices generally are at profitable levels. Fruit prices are advancing.

The Country Gentleman, with a growing circulation that has already passed 1,490,000, reaches farm families that are keenly interested in quality products—have money to spend—and are spending it now.

⌈ All market quotations as of ⌋
June 10, 1927.

NET PAID CIRCULATION
August, 1925 - 804,000 Copies
April, 1927 - 1,490,000 Copies

More And Spending More

HIS INCREASING PURCHASES

Tools Agricultural implement sales this year are the biggest on record.

Tractors Tractor manufacturers are swamped with orders, so great is the demand.

Radio Radio sets have increased from 553,000 in 1925 to 1,252,000 this spring.

Store Sales In a recent Country Gentleman survey in 79 communities in 17 of the most important agricultural states, 68% of nearly 1500 retail merchants reported 1927 sales better than, or as good as, 1926. 25% said their sales to farm families were better than city trade.

79% said that 1927 would be better than 1926.

In those sections where 1927 spring sales were smaller, many dealers felt that heavy rains and poor roads were to blame and that the loss would be more than made up later in the year.

The farm industry is not ephemeral. It employs almost one-third of our population. It deals in vast sums of money. It represents a sound and stable market very much worth cultivating *every* year.

The Country Gentleman

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

They Live in the Country, but they Shop in Town

Argentina Buys More Automobiles Than All the Other South American Countries Combined

On January 1, 1927, Argentina had 222,610 automobiles in use. Brazil, Bolivia, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela and the Guianas combined had 161,632 cars registered.

This is a fair indication of the economic capacity of Argentina, especially when it is remembered that its total foreign trade also is about equal to that of all the other countries combined.

Nearly one-half of the total railroad mileage in South America is in Argentina. These railroads carry more freight, passengers and mail than do those of all the other countries. Such facts show why most manufacturers spend the larger part of their South American advertising appropriations in Argentina, even though the country comprises only about one-fifth of the total area of the continent and one-sixth of the population.

LA PRENSA of Buenos Aires since 1869 has enjoyed unequalled prestige in Argentina because it is independent, strictly a newspaper, and representative of the best Argentine non-political citizenship.

The circulation of LA PRENSA is the largest in South America. In May, the average daily and Sunday circulation was 253,664.

The Sunday average was 331,974.

Although it does practically no soliciting locally, LA PRENSA publishes more than a million lines of advertising monthly, the largest total volume in the country. This voluntary support is the result of prestige.

Advertising in LA PRENSA presents your message nationally to every class of buyers.

JOSHUA B. POWERS

Exclusive Advertising Representative

250 Park Avenue

New York

How Famous Trade-Marks Are Protected against Generic Use

The Owners of "Duco," "Victrola," "Rit," "Caterpillar," "Sanitas," "Pyrex" and Other Trade-Marks Tell What They Are Doing to Protect Their Marks

*Washington Bureau
of PRINTERS' INK*

CONSTANT vigilance is the price that many owners of trade-marks must pay to protect their properties. In one respect, at least, a well-known trade-mark resembles a piece of vacant land. If the owner of the land allows the public to trespass across it for a certain term of years, he loses his right to prevent the trespass. Likewise, if he allows "squatters" to live upon his land for a sufficient time he will prejudice his title to the property. If the owner of a trade-mark allows the public to use his mark as a generic word or term to a degree that makes it generally accepted as such, it is likely that the owner will lose his right to the exclusive use of his mark, for the courts may hold that the mark has become a part of the American language.

The courts have passed upon the question a sufficient number of times and in a manner to indicate that the generic danger is a menace to many valuable trade-mark properties. A recent inquiry shows that there is widespread interest in the subject among trade-mark owners, although comparatively few whose marks are subject to generic use are taking measures to prevent the danger. Therefore, the precautionary methods of several owners of famous marks are particularly interesting. They not only point out how a mark can be protected from generic acceptance, but also strongly indicate that the subject is one which should have careful consideration when a new trade-mark is selected or created.

That a mark may soon show a tendency toward generic use is proved by the experience of E. I. du Pont de Nemours & Company,

in the introduction and merchandising of Duco. A letter from William A. Hart, director of advertising, explains that when the product was first put on the market it was demonstrated to automobile manufacturers, and that they and their engineers and technical men knew that Duco was a new type of finish, originated and developed by the du Pont company. This fact was impressed upon them by the sales representatives of the company and through the trade press.

But as the cars which were finished with du Pont Duco were delivered to dealers, and eventually to the buying public, the full significance of who manufactured the finish was lost, so far as the public was concerned. Mr. Hart mentioned this, and his letter continues:

"We started practically simultaneously to tell the story by means of advertising to the general public, to car dealers, dealers in many other lines handling products in which finish was an important factor, and manufacturers in other industries. As is always the case with a new product, du Pont Duco soon had many imitators, and similar types of finishes were developed by many other manufacturers. Therefore, in order to protect our name as far as possible with the ultimate consumer, and also with the trade directly, we came out with a spread telling the story why 'There is Only One Duco—du Pont Duco.'"

A reference to the advertising of the company shows that this slogan has been used prominently and consistently not only in consumer advertising, but also in trade promotion. Undoubtedly, this precaution has checked the

tendency to use the trade-mark generically, and it has most certainly provided evidence to prove that the company has taken steps to establish its trade-mark in the public mind.

This phase is emphasized by Mr. Hart's letter, which comments on the apparent and growing tendency among advertising men to coin good trade-marks and then use them improperly as mere names. The letter stresses the importance of a knowledge of the legal status of trade-marks and the rules of custom which govern their uses, and then outlines how advertisers

Obviously, if Mr. Hart's hypothetical advertiser succeeded in inducing the general public to accept the word *Colex* as a definite and peculiar kind of glass the chances are that he would find it impossible to establish his right to the sole use of the word as a trade-mark.

According to A. J. Lansing, comptroller of the Palmolive-Peet Company, there is very little danger of "Palmolive" becoming a generic word, as it is merely a trade-mark for an article that has been familiar to the trade and public as "soap" for a great many

WINCHESTER
TRADE MARK



RIT
FAST DYES OR TINTS
Never say 'Dye' say RIT

ARMCO
INGOT IRON
RESISTS RUST

The New
Orthophonic **Victrola**

VICTOR TALKING MACHINE CO.



CAMDEN, N. J. U. S. A.

Lysol
Disinfectant

JELL-O
AMERICA'S MOST
FAMOUS DESSERT



CATERPILLAR
REG. U. S. PAT. OFF.

THE OWNERS OF THESE TRADE-MARKS ARE MAKING EVERY EFFORT TO PREVENT THE TRADE AND THE PUBLIC FROM USING THEIR MARKS INCORRECTLY

may encourage the danger they should prevent, as follows:

"The unthinking ad writer apparently proceeds on the theory that a genuine trade-mark is not as catchy and snappy as the coined word, and he therein shows a lack of understanding of the force with which he is dealing. In many instances he concentrates on a single word, puts all of his advertising force behind it, and encourages the public to think only of that word. He cries loudly, 'Don't say glass—say *Colex*.' He doesn't know how fortunate he is in that the public already has a descriptive name for the material he is trying to sell and cannot easily give up this descriptive name—glass."

years. However, his letter states that a simple way of avoiding the generic danger is to provide another name besides the trade-mark by which the product may be called, and offers this interesting comment on the subject:

"A trade-mark for a new article is apt to become generic when there is no other expression to describe the merchandise. The well-known cases we have are linoleum and aspirin. In both cases the trade-mark was lost to the original owners because they supplied no other descriptive word to the merchandise. The same situation also existed as regards Vaseline, although the owners of the Vaseline trade-mark became aware of the

More than a Newspaper in ARGENTINA

Do
Argentine
women
prefer a
highly
perfumed
powder?



What is
the import
duty on
card-board
counter
displays in
Argentina?



Do
Argentine
families
have cereals
for
breakfast?



Is the
Argentine
sales tax
on cigarettes
included in
the price
to the
consumer?

THESE and many
other questions are being continually answered by

LA NACION

of Buenos Aires

through its thoroughly efficient,
up-to-date and alert Merchandising
Department.

BUT LA NACION is not selling
itself on the basis of service alone.

FIRST OF ALL, it stands on its
consistent record as the logical,
result-getting medium through
which local and foreign advertisers
reach the buyers of both necessities
and luxuries in ARGENTINA.

THIS RECORD explains why LA
NACION maintains such an ever-
increasing margin of leadership in
advertising lineage in all display ad-
vertising over its nearest competitor.

*The expert services of the Merchandising
Department of LA NACION are offered
to advertisers, not in lieu of something
else, but as an additional evidence of a
desire to co-operate with manufacturers
and their advertising agents who are en-
deavoring to reach the prosperous buying
public of ARGENTINA. Hence, you
are invited to*

"Ask LA NACION
about ARGENTINA."

"Ask ARGENTINA
about LA NACION."

danger in time to avoid the loss of the trade-mark."

That there may be certain selling advantages in encouraging the generic use of a trade-mark, until such time as the use becomes dangerous, is indicated by a letter from William Citron, president of the Rit Products Corporation. This letter expresses the wish that the public would accept the company's trade-mark as synonymous with all similar products. "We would then use a pronoun as an additional trade-mark, and in the meantime our business would grow." The company is encouraging a verbal use of its trade-mark, as the letter explains:

"We are attempting to foster the use of the trade-mark as a synonym for all dyeing purposes. In other words, we are telling the consumer in all advertising that instead of dyeing they are 'Rit-ting'; but the measure in which we have succeeded is not sufficient by a great deal to justify the acceptance of the word 'Rit' as a common description of dyeing for dictionary purposes."

LITTLE TROUBLE FOR WINCHESTER

At one time there may have been danger of the famous trade-mark "Winchester" becoming a generic word, since many Western and hunting stories frequently referred to a rifle as a "Winchester," showing a generic tendency. But a letter from Thomas C. Johnson, production engineer of the Winchester Repeating Arms Company, states that there has been but one attempt in the history of the company to use the word generically in describing a competitive product. A number of years ago, an air rifle manufacturer advertised some of his guns as having a Winchester action, by which he meant a lever action; but the Winchester company had no difficulty whatever in stopping him immediately.

The fact that the company now manufactures a large variety of articles under its trade-mark also offers additional protection against the generic tendency, as Mr. Johnson's letter explains. Then, too,

the word "Winchester" is not only printed distinctively, but it is invariably accompanied by the words "trade-mark."

With some people the word "Jell-O" has become synonymous with any gelatine product. This is true not only of consumers, but of dealers and their clerks, and restaurant owners. The salesmen of the Postum Cereal Company frequently report instances of a merchant or one of his employees referring to a competitive product as a such-and-such brand of Jell-O. Whenever this situation is encountered, the salesman informs the person misusing the term that there is but one Jell-O, and that the name is a trade-mark registered in the United States Patent Office and protected by law.

These facts are from a letter by Homer Fickett, of the Postum company, who adds: "Invariably this enlightening information is effective. But the company goes much further in its effort to protect its trade-mark. In a number of the Jell-O advertisements an offer is made to supply the consumer with a set of molds if she will send the company a package front from a Jell-O box with a nominal remittance. It frequently happens that the housewife, in the best of faith, sends the front of some other gelatine product than Jell-O."

When this occurs, the company has found it effective in removing the erroneous impression of the housewife to send her, in every instance of the kind, the following letter:

We are pleased to acknowledge receipt of your recent coupon order and remittance for six individual Jell-O molds. We trust you received the molds promptly and have found them very satisfactory.

May we take the liberty of calling your attention to the fact that, undoubtedly through some misunderstanding, a package front from another product, and not Jell-O, was sent with the coupon and remittance of thirty cents.

You will be interested to know that there is only one Jell-O which is Jell-O. Jell-O is sold in the package with the word Jell-O in big red letters on the front and sides. Packages bearing other names never contain Jell-O. The front of a Jell-O package is attached to this letter to enable you to distinguish the

Tulsans' Incomes Again Lead State 8,496

Income Tax Returns Filed by Residents of Tulsa
NEARLY 2,000

More than any other city of the state

According to detailed income tax figures just made public Tulsa continues to be the richest and most prosperous city in the state of Oklahoma.

These figures show Tulsa residents to have filed 8,496 income tax returns or 1,787 more than any other city of the state.

At the average net income of \$5,388 per Oklahoman filing returns, Tulsa residents had a net unexempted income of \$45,776,448 or \$9,628,456 more than the next city. At the average net income tax paid by residents of the state, Tulsa residents paid a total income tax of \$1,435,824 or \$302,003 more than any other city in the state.

The Tulsa World Predominates in the city of Tulsa, Tulsa County and The Magic Empire . . . Oklahoma's Greatest Market Unit. . . . In Circulation and Advertising Prestige.

TULSA'S ALL-DAY NEWSPAPER

MORNING

EVENING

SUNDAY

TULSA DAILY WORLD

Oklahoma's Greatest Newspaper

Advertising Representatives

The Ford-Parsons Co.
360 N. Michigan Ave., Chicago
55 Sutter St., San Francisco

Bryant, Griffith & Brunson
9 East 41st St., New York
201 Devonshire St., Boston
Walton Bldg., Atlanta, Ga.

Davies, Dillon & Kelly
707 Land Bank Building
Kansas City, Mo.

**THE NEWSPAPER THAT MADE THE MAGIC EMPIRE OKLAHOMA'S
GREATEST MARKET UNIT.**

Advertising is NOT a Side Show



ADVERTISING is a side show in most magazines. The advertisement competes with the fiction, the articles, the features for which magazines are usually bought and read. If illustration and headline catch and hold the eye and interest of a reader — score one for the advertisement! But for everyone who does read the advertisement, there are ten who won't because advertising in most magazines is still a side show. *But it isn't in Good Housekeeping.*

* * *

Buying for her home and family is an important part of every homemaker's job. Advertising helps her, as it helps buyers in any business, to know of new things, of better ways of using familiar things and what best suits her needs and pocketbook. The woman who does her job skilfully and well calls on advertising as frequently as on any other source of information.

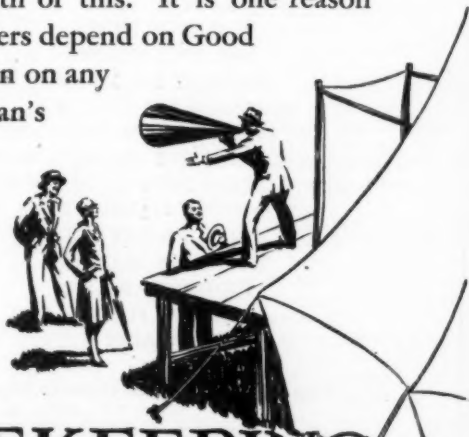
GOOD HOUSEKEEPING
CHICAGO BOSTON

For years Good Housekeeping has urged its readers to use its advertising pages as a buying guide, to depend on them as they do on its editorial pages. Every issue of Good Housekeeping carries in its advertising section what is almost an editorial* on advertising. All advertisements, too, are listed in a special index** classified by products for ready reference. Further, this index is itself listed in the magazine's table of contents, along with fiction and features, so important has it become. And, that readers depend on these advertisements, every product advertised in Good Housekeeping is guaranteed.

Advertising in Good Housekeeping is not a side show. It is integral with all the services of this magazine. Advertisers who are compelled by increasing necessity to analyze magazine values more carefully are urged to investigate the truth of this. It is one reason why more advertisers depend on Good Housekeeping than on any other leading woman's magazine.

For example, Page 162, July issue.

Page 6, any issue.



HOUSEKEEPING

BOSTON

NEW YORK

SAN FRANCISCO

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK

*If you want to know about our work,
watch the advertising of the following:*

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPRINKLERS
McCUTCHEON LINENS
PETER SCHUYLER CIGARS
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
ARCADIAN SULPHATE OF AMMONIA
TARVIA
DUZ
WOODTONE
HAVOLINE OIL
WALLACE SILVER
THE DICTAPHONE
BARRETT ROOFINGS
NAIRN INLAID LINOLEUM
COOPER HEWITT WORK-LIGHT
McKESSON & ROBBINS PHARMACEUTICALS
NEWSPAPER INSTITUTE OF AMERICA
PLYMOUTH BINDER TWINE
SEMET-SOLVAY COKE
TAVANNES WATCHES
INDIAN GASOLINE
BONDED FLOORS
NEW-SKIN

What we've done for others we can do for you.

Member of the American Association of Advertising Agencies
Member of the Audit Bureau of Circulations
Member of the National Outdoor Advertising Bureau

Jell-O package from anything else.

The word Jell-O is a *trade-mark*, registered in the United States Patent Office and fully protected by law. It cannot be used in connection with any "jelly powder," but only for Jell-O. Of course, the famous Jell-O desserts and salads cannot be made of anything but Jell-O.

A copy of the latest Jell-O book, containing many valuable recipes for desserts and salads, some of them entirely new, is enclosed. Just now, individual desserts and salads turned from individual molds are especially popular.

Nearly all restaurants list Jell-O on their menus, as Mr. Fickett's letter also explains, and to determine if Jell-O is really served the company has requested its salesmen to inquire regarding the product whenever they see the word on the menu. They ask the proprietor or cashier to tell them what kind of "Jell-O" is being served. Frequently the salesman finds that some other brand than Jell-O is being used, and every time he makes a discovery of the kind he takes the menu and mails it to the company. Then, to enlighten restaurant owners regarding the proper use of the trade-mark, the company has found it effective to use a letter, similar to the one sent to consumers, to advise restaurant owners of the proper use of the trade-mark, and that it must not be used on menus unless genuine Jell-O is served.

As with many other standard food products, it frequently happens that retailers, inadvertently or otherwise, make special offers in their advertisements of substitutes with some use of the trade-mark. When this occurs, the Postum company usually receives a copy of the offending advertisements, and in every instance it sends the advertiser this letter:

Our attention has been called to an advertisement published by you in the on in which you say "2 boxes of Jell-O A.B.C. 18c."

Please be advised that the name "Jell-O" is the trade-mark name of the product manufactured at LeRoy, New York, by the Jell-O Division of this company, and that the use of the name in such a way is a clear infringement of our trade-mark and common law rights.

You will readily appreciate that for you to offer to your customers as Jell-O something which is not Jell-O is unfair to us, and that it is only

proper that we should take such steps as may be necessary to protect our rights.

We shall be glad to have you assure us that the use of the name "Jell-O" for any other product will be discontinued at once.

In addition, the company reaches the dealer through frequent business-paper advertisements which state that, "Jell-O is a registered, trade-marked name. No other gelatine dessert can be called Jell-O. Jell-O customers are satisfied customers and have been for twenty-six years." In the near future a similar statement will be carried by all of the consumer advertising of the company, in order to eliminate the consumer's chance of confusing Jell-O with any other brand of gelatine powder.

So far, Mr. Fickett also states, the company has not found it necessary to prevent the inclusion of the word Jell-O in dictionaries or public records. "Jell-O is not a word that can be used as a verb, and for that reason it is not in danger of falling into the misuse of many other trade-names."

"Crisco" is another food product trade-mark which appears to be in danger of generic use by the public. But The Procter & Gamble Company is successfully overcoming the generic tendency, according to John P. Darnall, by publishing in all advertisements, cook books, and every publication bearing on Crisco, this statement: "Crisco is the trade-mark for a superior shortening manufactured by The Procter & Gamble Co., Cincinnati, U. S. A."

The Lehn & Fink Products Company is taking very definite and effective steps to protect its valuable trade-marks against the danger of becoming generic words. A recent letter from W. D. Canada, advertising manager, encloses a Lysol carton with other material and the following outline of the protective measures employed:

Advertising. The enclosed advertisement illustrates the way in which we feature prominently the trade-mark script-name "Lysol" and always use the word "Disinfectant" with it. In the body of the advertisement, quotation marks are always used around the word "Lysol." The legend "Reg. U. S. Pat. Off." is also plainly shown. In

addition, you will note the reproduction, in colors, of the "Lysol" bottle, carton and label, to familiarize the public with our product; also the statement in the advertisement, "It comes in the brown bottle packed in the yellow carton. It is never sold in bulk." This is just one more means of combatting substitution.

Carton, Label and Bottle. The carton and label of "Lysol" Disinfectant further indicate our trade-mark ownership and state a warning against infringement. The script name, with the word "Disinfectant," appears in red on both label and carton, and across the face of the label is the facsimile signature of Lysol, Incorporated. The name "Lysol," in script, is blown into the side of each bottle.

Applications for Registration of Trade-Marks. Applications for registration by other manufacturers are carefully watched. If any mark is proposed for registration which may be confused with ours, a formal protest is lodged with the U. S. Patent Office.

Our Legal and Research Departments, as well as other members of our organization and of our advertising agencies, are constantly on the lookout for illegal usages of the trade-mark "Lysol" in dictionaries, encyclopaedias and publications of all kinds. If our trade-mark rights are violated, steps are taken immediately to warn the infringers against a repetition of the offense and to cause the word, if improperly used, to be removed from future editions of the books, dictionaries, etc.

An interesting experience showing how dealers frequently encourage the generic use of well-known trade-marks is related by H. S. Hull, of the Standard Textile Products Company. He states that he recently had shown him a rug made of saturated felt paper and printed after the manner of "Congoleum." This rug had been coated with a lacquer applied to the surface to add lustre and durability, and this rug was described as a "Congoleum" rug with a "Duco" finish. "Of course," Mr. Hull adds, "this statement was made privately and not publicly, but since neither the rug nor the lacquer were Congoleum or du Pont products, it is fair to assume that an abuse of proprietary rights did creep in."

In the case of the products of his own company, Mr. Hull states that the use of the trade-mark as a noun or verb is avoided in all printed matter, advertising, and in the markings on merchandise and samples. "In daily practice," he

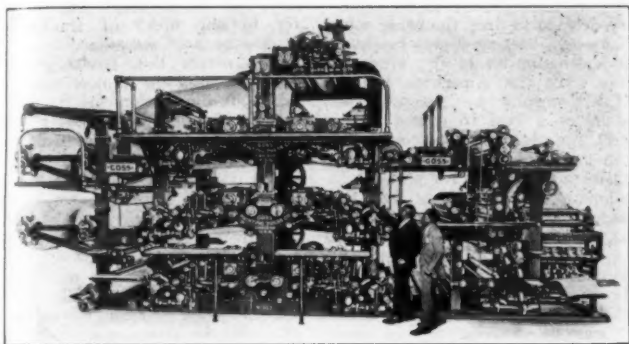
adds, "it is more difficult with the spoken language, since the use of the noun lends itself to brevity of communication."

The trade-marks of this company are "Meritas" for one brand and "Sanitas" for another brand of covering, and they are used as trade names as well as trade-marks. The word "brand" is incorporated with the design of both trade-marks; but when the trade names are used as captions, there is always coupled with them the words or phrase under which the product is commercially or industrially classified.

Further to prevent generic use, the company has registered additional marks to carry a descriptive suggestion. "In addition to the registration of the brands 'Meritas' and 'Sanitas,' in the Patent Office," Mr. Hull explains in this regard, "we have also secured a registration of the words 'Linenette' and 'Multichrome'; but the latter registered marks are always used, in printed matter at least, coupled with the registered word 'Meritas,' to which they augment or supplement the descriptive meaning of the cloth."

In protecting its trade-mark "Armco" against the danger of being accepted as an adjective, the American Rolling Mill Company has revived an old term, which had fallen into disuse, to describe its product. "Armco" is applied to all of the company's goods, including a number of patented materials, particularly sheets and other forms of ingot iron. Bennett Chapple, director of publicity for the company, has written that the motive was to avoid the building up of a situation where ingot iron could become known as "Armco," as an adjective meaning high purity iron, made by a patented process. In such a case, it is obvious that the ownership of the trade-mark would be jeopardized. Mr. Chapple's letter continues:

"The name 'ingot iron' quite adequately describes the product, and is to be found in dictionaries. In years gone by, 'ingot iron' was often used loosely to refer to low



Robert S. Abbott, Publisher, and N. K. McGill, General Manager, examining the new emergency press of the Chicago Defender.

THE Chicago Defender

carries more prestige than any other national publication reaching the Colored race.

For full facts on the remarkable economic rise of the Colored people in America, write or call

The Robert S. Abbott Publishing Co.
3435 Indiana Ave., Chicago

W. B. ZIFF CO., Special Representative

608 S. Dearborn Street
Chicago

171 Madison Avenue
New York

carbon steels in which, instead of puddling the material, the metal was reduced to a liquid and poured in ingots. International committees on nomenclature in the industry decided to drop the name some years ago, because it was too loose a designation as to the products. But since the American Rolling Mill Company by its processes produces a real iron, and not a steel, the old term was completely responsive, and by publicity and a uniform practice on the part of the company, the term 'ingot iron' has become known generally as meaning commercially pure iron, made by the process of liquefying and pouring into ingots, and is thus directly applicable."

Thus, as the letter also notes, it was by reviving an old term, giving it new life, to mean the product which is made exclusively by the American Rolling Mill Company, that the company protected its trade-mark "Armco" against being accepted as an adjective and becoming a generic word.

HOW "CATERPILLAR" IS PROTECTED

A letter from W. H. Gardner, advertising manager of the Caterpillar Tractor Company, sets forth the very interesting experience of that concern in establishing its trade-mark "Caterpillar" as its exclusive property. The mark came into being as the identifying name of the tractor made by the Holt Manufacturing Company when a photographer, called to make a picture of one of the earliest machines of the track-type, exclaimed, "Why, it crawls along just like a caterpillar!"

In 1925, the assets of the Holt concern, together with those of the C. L. Best Tractor Company, were taken over by the present company, which added further protection to its valuable trade-mark by calling itself the Caterpillar Tractor Company.

In the meantime, Mr. Gardner relates, the word had achieved wide recognition. The use of tanks in the war made track-type machines universally known. Advertising in national mediums, a

world-wide sales organization and the discovery of new uses for "Caterpillar" tractors helped bring the word into the popular vocabulary, and the tendency was to refer to any make of track-type tractor as a "Caterpillar."

To correct this tendency, the company uses the utmost care to mark all illustrations of its tractors with its registered trade-mark, in all advertising booklets, letterheads, forms, and advertisements. When the word appears in a text it is invariably set apart with quotation marks. The colloquialism "Cat," an abbreviation sometimes used by owners, is always discouraged and never appears in literature sponsored by the company. Besides these precautions, the company's effort follows two general lines, which Mr. Gardner has explained as follows:

"In many advertisements in which the phrase, 'Caterpillar' tractors receives prominent display, a subordinate mention in the copy carries the word 'Caterpillar track-type tractor.' This suggests the proper generic term and specifically identifies the product of the Caterpillar Tractor Company as one of a kind—the only one which may properly use the word 'Caterpillar' as a distinguishing term.

"The other line of educational effort is to correct the wrongful use of the word. When papers or magazines refer to any other certain track-type tractor, or to that class of tractors, by using the word 'Caterpillar' with or without quotation marks, a communication is usually addressed to the editor commenting on the occurrence and reviewing the correct manner of using 'Caterpillar' only as applying to the product of the Caterpillar Tractor Company. It is found that the public, once informed, is quite willing to fall into line. But the picturesqueness of the word and its familiarity induce individuals to use it occasionally as a generic term."

According to a letter from W. C. Curtiss, assistant to the president of the Corning Glass Works, the company's trade-mark



SUPREMACY

EVERY MONTH FOR
THE LAST TWO YEARS

The  Sun

HAS LED
ALL NEW YORK
EVENING NEWSPAPERS
IN VOLUME OF
ADVERTISING



The SPARK *is it in your* advertising?

A FINE product. Intelligent sales work and advertising. A big business quickly built—but one which, after several years, failed to increase.

Then something happened. A change in advertising copy. A spark that fired the imaginations of added millions. And in a single year more men bought this product than in any two years before.

• • •

A small manufacturer this time. Years of struggle making ends meet. Advertising to which there was apparently but little response. Then a new idea in the copy. A spark! Sales jumped. That happened six years ago. Today this manufacturer leads his field! And his success dates from that spark in his advertising.

• • •

Another case. A staple product. Many in the field. All slow movers. Then one of the makers tries a new advertising idea in his copy. A new world opens up. A market is tapped several times the size of the one in which this manufacturer had but a share. Then more sales in a month than in a year formerly. The spark!

Ideas, Ideas, Ideas!

Until recently many advertising men themselves have not fully appre-

ciated the possibilities in a copy idea.

A new twist, or a new idea—a new spark in copy—can in a single year, add millions to sales—can make a small business a big one.

Yet many advertisers never find the idea. They advertise for years. True, their business grows. In many cases it would grow without advertising.

Some advertisers will never find the spark. Some products may not lend themselves to great development through an advertising idea.

But the magazines—the newspapers—the bill boards—are today carrying copy costing millions to circulate, on products which are capable of far greater sales development were the spark discovered.

Competition among advertisers is a competition of ideas. A man may be a leader in his field. Suddenly a new advertiser comes along. Perhaps his product is no better. But he has a better advertising idea. He captures the market!

This happened just recently. Laboriously during the past ten years a well-known manufacturer built a business for one of his items. Without question the largest in its line. Sales grew each year. Everything was set. Then only six months ago another manufacturer of a product, originally

made for other uses, went after this field. Today his volume of sales, on this new use alone, has become several times that of the maker who spent ten years developing this field.

The difference was not due to their products. The newcomer had less right to the field on that basis. But he had a wonderful copy idea. It contained the spark which the earlier advertiser's copy lacked. And the results will make business history.

Instances like these, of which there are many, may challenge belief. But just stop and think how and why such things are possible. One man writes a book and his words are read by millions. Yet few writers ever reach a sale of over five thousand copies. The man whose book "goes over" has the same quality in his work as the advertising copy which sells to millions instead of thousands.

Put It On Top Of What You Have

We do not claim that advertising is more important than other factors in building a business. We do not claim that good advertising and a no-good product will succeed. Nor will the most inspired copy overcome weak sales effort or other deterring conditions.

But often a well-managed business can secure a great sales increase could it find an idea, a spark to put in its advertising—to put on top of everything it is doing now.

We make no claim to exclusive ability to find the spark to put in copy. Other advertising agencies, a few in number, are doing it with sig-

nal success. And all are striving. We are fortunate enough to have done it for a number of great concerns. And for small businesses which we have seen grow to leadership in their fields.

If we have a greater percentage of such examples than some others, it is due to a special training which most advertising men have been denied.

For in the past few years we have expended for our clients over thirty million dollars for keyed copy—copy from which every dollar in sales is recorded. This is an unmatched experience in learning what to say, and how to say it, to make people buy.

It is difficult to visualize just what constitutes a spark in advertising copy—the intangible something that induces millions to want a product who never wanted it before.

It may be a seemingly trivial idea or it may be something so big and fundamental that one wonders that it could ever have been overlooked.

Will You Look?

We have arranged an exhibit which shows conspicuous examples of advertising copy that contain this unusual quality. All of it has created sales as nothing else on the same product has ever done before.

We would like to show this exhibit to advertisers who are interested in the possibilities that lie in the printed word—possibilities that only a comparatively few have yet discovered. This involves not even a hint of obligation and it may lead to an entirely new line of thinking.

Merely drop us a line.

RUTHRAUFF & RYAN INC.

132 WEST 31ST STREET • NEW YORK CITY

CHICAGO:
225 NORTH MICHIGAN BLVD.

ST. LOUIS:
ARCADE BUILDING



The Art of "Standing Out"

Circular letters, folders, billheads, statements—all should be distinctive. Each has an important purpose to accomplish. A paper that creates a good impression and does it *economically* heads the list of favorites among conservative buyers.

GLACIER BOND fills the bill to perfection. Made in pure white and eight attractive colors, it offers splendid opportunity for distinctive yet economical printed matter. Its quick drying and easy working qualities make it equally good on the printing press, multigraph or typewriter. Loft-dried and rag-content, it is not to be confused with a *cheap* paper despite its low price.

Use GLACIER BOND to achieve satisfaction and economy!


Glacier Bond

"Note the Tear and Wear as well as the Test"

NEENAH PAPER COMPANY

Makers of
SUCCESS BOND
OLD COUNCIL TREE BOND
CHIEFTAIN BOND
NEENAH BOND

Neenah, Wisconsin

Check the  Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



"Pyrex" has become so widely known and used that writers in technical journals and others frequently use it as a common noun in such phrases as "a glass of the pyrex type." The company also has received a number of requests from editors of dictionaries and encyclopedias to approve definitions of "Pyrex" that would make of it a common or generic noun, and to all requests of the kind the company has replied that the following is the only correct definition:

PYREX — An arbitrarily selected trade-mark of the Corning Glass Works, of Corning, N. Y., (registered in the United States and generally throughout the world) appropriated by the owners to their glasses, particularly to their glasses of high heat resistivity and to articles made therefrom.

A statement of similar import, Mr. Curtiss also explains, is included in as much of the company's advertising as possible, and the notice of trade-mark registration is always prominently associated with the name as it appears in all advertising literature. In all advertising material, as well as in all correspondence of the company, the word is used with capital letters throughout, in order further to emphasize the trade-mark character of the name.

Strangely, the fact that the Victor Talking Machine Company applies its trade-mark "Victrola" to a number of products has not prevented the tendency on the part of the public to use the word generically. However, C. C. Baxter, of the patent and copyright department of the company, has written that no carefully planned policy has been adopted to counteract the tendency, although the company almost constantly calls to the attention of the public that "Goods not manufactured by the Victor Talking Machine Company are not Victrolas" in its advertising. The company also uses other expressions of the same import, and Mr. Baxter's letter explains: "We do this for the obvious reason that there is a strong tendency on the part of the public to use the word 'Victrola' as a ge-

neric term in place of 'talking machine' or 'phonograph.' The fact of the matter is that 'Victrola' was adopted by this company many years ago as a trade-mark for its products, and our world-wide use of the mark has not been confined to phonographs alone, but is applied to records, needles and other talking machine accessories."

Advertising Expresses Appreciation of Small Customer

An expression of indebtedness to its smaller customers was the subject of a recent newspaper advertisement of The New York Edison Company. Twenty pen-and-ink drawings of establishments in New York using only a small amount of electricity formed the border of the advertisement. Among the subjects of these small drawings were a lunch wagon, a jewelry shop three and a half feet wide, the shop of a specialist in bottle washing and the store of a dealer in old things.

The copy of the advertisement was headed "However Small — However Large, At Your Service." The copy also explained that over 1,500,000 bills rendered last year averaged less than 30 cents monthly. "No electrical equipment is too small, as none is too large, to receive the best service we are capable of rendering, both technical and human," it further stated.

F. J. Gottron Elected President of P. A. Geier Company

Frank J. Gottron, general manager of the P. A. Geier Company, Cleveland, manufacturer of Royal electric vacuum cleaners, has been elected president and general manager. P. A. Geier, president, becomes chairman of the board of directors, retaining the office of treasurer. Other officers are: Thomas Coughlin, executive vice-president; Walter B. Fulghum, vice-president in charge of sales, and James A. Farrell, secretary.

E. H. Miller Transferred by Chilton Class Journal

Edward H. Miller, for more than twelve years with the Chicago service department of the Chilton Class Journal Company, publisher, has been transferred to the home office at Philadelphia, where he will be in charge of service for the company.

Appointed by "Sporting Goods South"

H. I. Circle, publishers' representative, has been appointed Eastern representative for *Sporting Goods South*, Greensboro, N. C.

Bull's-Eyes in Advertising

Working Out the Small Single-Column Advertisement to a Point Where It Does Something More Than Fill Space

By D. Morris-Jones

ASK the art director, or the visualizer or the copy chief which he would rather tackle on the basis of effective display—the page, the half-page, the full single-column, or the apparently simple little advertisement that usually is intended to occupy about two inches single-column.

Technically, it is one of the hardest things to do in advertising, to create the small bull's-eye; and the ingenuity and skill and experience of the men and women who earn their bread and butter creating advertising ideas in display, are taxed to evolve advertisements in this category.

There are a lot of very able men who ask for nothing better than a chance to lay out full pages or almost any other size advertisement, who will shudder when Mister Bull's-Eye walks jauntily up to their drawing board and says: "Here I am; let's see what you can do with me." And maybe they do and maybe they do not; but you may be assured that if they do not it is not for want of a good hearty try at it.

If one will look through his favorite newspaper or magazine, he will find scores of examples of the bull's-eye. Some of them may be dismissed offhand because they are just two-inch advertisements—simply that and nothing more. They present no eye-catching picture; they lack force and display effectiveness. Someone has paid good money for them, however, and there is the pity of the thing. A poorly worked out larger space advertisement may get by because of its size alone; your little fellow must have an advertising voice that betokens a lung capacity that cannot be measured by the standards of his big brother. There he is, probably one of six or eight or more small advertisements, piled column high; and

if he is not a lusty infant who can make his voice heard in the wilderness, then he is a stepchild, an orphan, on whom money has been spent in vain.

You cannot expect the small advertisement to do the advertising job of a large advertisement. The man who does expect it to do that sort of a job is shooting paper wads instead of shot. There are some products that can use the bull's-eye to tremendous advantage as a sales maker; there are others to whom the little fellow is an announcer that they are still in business; there are other advertisers who use the bull's-eye type of advertisement as a filler, an in-between, for their larger units of space. But whatever the purpose behind the small advertisement may be, it is not going to begin to measure up to its job unless it is given a coat and vest and pants that take it out of the dungaree class.

A REVERSED FUNCTION

The advertising bull's-eye reverses the accepted function of the heart of the target for which it is named. Its duty is not to be hit, but to hit. Its function is to strike such a vivid note on the page on which it appears that the reader busily on his way through the paper, looking for the newest news sensation, will stop, look and keep stopped until he discovers that little Mr. Bull's-Eye is telling him in a few words that "Myer's Muffins Are Fit to Eat," or that "Babbling Brook Water Mixes with Anything," or that "You Make No Mistake With Musterfine on Your Steak," or whatever big message the advertiser has to put over in a small space.

Naturally you will ask how this is to be done; how is one to know when the small advertisements measure up to the rules and speci-

YOUR WORLD HAS CHANGED

Inventions scarcely need comment. We contemplate a new one every day. Hardly has the radio become practicable when the air is overcrowded, and a plea goes up for government regulation of wave lengths.

"See the airplane," said a father to his ten-year-old daughter the other day, with the wonder of a generation which has seen the birth of flying.

"No, father," replied the child of a new era, "that is a hydroplane."

We have already seen the old familiar cellar freed from coal and ashes by means of the oil burner. The coal wagon disappears in the offing, following the oil lamp, and the petticoat, the horse and buggy, the square piano, cotton stockings, and the summer kitchen.

Your world is being recreated today by three important influences;



first, the closeness of science and discovery to commercial manufacturing; second, the shortness of the link between the manufacturer and the consumer; and third, the amazing speed with which the American public makes up its mind to change its mind.

Of these three, the most vital in selling is the last one. There is great opportunity for the manufacturer who makes up his mind quick enough.

CALKINS & HOLDEN, INC.
247 PARK AVENUE · NEW YORK

fication? What is the recipe?

The first consideration for you to fix in your own mind is this: Be mighty certain that what you are thinking about advertising is suitable for small space; that it can be advertised advantageously in the bull's-eye type of advertisement; and that you are going to abide by the rules of the small space game—said rules being largely negative in nature. Don't try to advertise a twenty-two-story building with a picture of the building; don't hope to make your square inches of space in a magazine or newspaper do the work of a full page, or any other space; don't put yourself in the mental position of trying to fool yourself that any artist can make up a small advertisement, but go out into the highways and byways and find the one man who can and will produce a real bull's-eye, instead of an astigmatic moo cow's. Don't expect to be able to have a drawing that would have difficulty in fairly representing itself in even a full page, but content yourself with simplicity and strength, for it is at the simple and strong bull's-eye that the paying public likes to gaze. Don't be content to copy what the other fellow does but insist that your small advertisements be unmistakably your own.

You can get good small advertisements. Other advertisers get them. You likewise can get small advertisements that are anathema in the sight of advertising men and public alike. Other advertisers get them. The decision as to which style and type of bull's-eyes you will get rests within your own discretion. If you are not experienced in the ways of the bull's-eye, take this word of advice: better no small advertisement by far, if what you are thinking about bears more resemblance to the forcefulness and strength of a jelly fish's eye than it does to a bull's-eye.

There is no royal road to the bull's-eye, but you will know it when you see it and you will offer up prayers of thankfulness to the man who builds it for you.

Whether your bull's-eyes are triangles, circles, ovals, concentric

rings, futuristic spots, the waves of the sea, arrows, sign-posts, posters, or the back of a policeman's helmet, it does not make a bit of difference, *provided* it gives you attention value, the simplicity, the force, strength, and interest-holding characteristics of the successful bull's-eye.

Do not envy the other man's bull's-eye. Get one for yourself. And remember that not all the bull's-eyes you see in the columns of the newspapers and magazines are 100 per cent or anywhere near it. The chances are that a whole lot of the advertisers who are paying out their good money for small advertisements are writhing in advertising envy of someone else, who may be doing the same thing himself.

Use a bull's-eye advertisement when that is the thing to use; flee from it as you would from the plague if good advertising counsel says nay. There is nothing more tricky than the small advertisement; there is nothing more attractive and more worth its cost when it is right; nothing more futile or wasteful when it is not.

Employees Advertise Appreciation to Employers

When David Jones, Ltd., of Sydney, Australia, recently celebrated its eighty-ninth birthday and its removal to new quarters, the employees of that firm used a newspaper advertisement to express their good-will toward their employers. The advertisement was paid for by the employees and appeared without the knowledge of the officers of the Jones company.

Part of the copy read as follows: "Today the good house of David Jones celebrates its eighty-ninth and last birthday in the old home. The staff of David Jones unites in a public expression of good-will and appreciation, and on this, the eve of fulfilment of the company's ambitions, records sincere wishes for the perpetuation of that prosperity which has been achieved and maintained by high ideals of trading and service-giving for three generations. This announcement inserted by the staff of David Jones."

Perfume Account to Smith, Sturgis & Moore

Parfums Lionceau, Paris, has appointed Smith, Sturgis & Moore, Inc., New York advertising agency, to direct its advertising account in this country.

What Shall We Have to Eat?

How many times have you been asked that question—how often have you pondered over your favorite foods hoping to be able to solve the problem.

IN SYRACUSE, NEW YORK, the housewives answer this daily question by reading the SYRACUSE HERALD, which carries the bulk of food advertising.

FOR THE FIRST FIVE MONTHS of 1927 the Herald carried 48% plus of all the Food advertising or 89,208 lines more than its nearest competitor.

| | | |
|--------------|-------|---------------|
| Herald | - - - | 316,555 lines |
| Second Paper | - | 227,347 “ |
| Third Paper | - | 103,318 “ |

REASONS FOR HERALD'S EXCESSIVE LEAD

- (a) Concentrated Circulation.
- (b) Class of Appeal.
- (c) Readers' Responsiveness to Advertisers' Message.

SYRACUSE HERALD

SYRACUSE, N. Y.

National Representatives:

PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Avenue
New York

Park Square Bldg.
Boston

28 E. Jackson Blvd.
Chicago

507 Montgomery St.
San Francisco, California

Leary Building
Seattle, Washington

Chamber of Commerce Bldg.
Los Angeles, California

Two prominent agencies how they buy

Here is telling evidence that DRUG TOPICS



Here are some of the accounts
handled by Lord and Thomas
and Logan advertised regularly
in Drug Topics

KOTEX

Pepsodent

KLEENEX
ABSORBENT KERCHIEFS

Miller

Rubber Sundries

Beecham's
Pills

Sunkist Fruit Juice Extractor

Drugs

space buyers have told and why!

measures up to their high standards of requirements



And here are some of the accounts handled by George Batten Company, Inc., advertised regularly in Drug Topics.

PRO-PHY-LAC-TIC TOOTH BRUSH

SCHICK
REPEATING
RAZOR

Colgate

Pompeian

Hygeia NURSING BOTTLES

What Are Your Yardsticks?

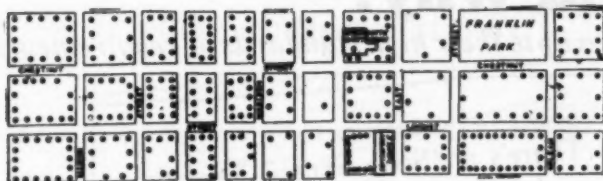
DRUG TOPICS measures up to the most exacting requirements of the country's keenest space buyers. More of the drug trade's largest national advertisers appear in DRUG TOPICS than in any other publication—and it justifies their confidence by delivering the goods. Let us show you our proof that DRUG TOPICS can meet the most exacting requirements.

A letter or 'phone call will bring you t'e proof.

TOPICS PUBLISHING CO., Inc.
291 Broadway, New York

Topics

A One-Paper Market



Into 6 Out of Every 7 Homes in

Bloomington, Ill.

Readership, Plus Density of Circulation Offers Positive Advertising Results at the Lowest Possible Cost!

7119

[Home Delivered 6730]

Net Paid Circulation in
Bloomington-Normal.

65%

Greater home delivered city
circulation than any other
medium.

704

Out of 908 Boxes on the Eight
Bloomington-Normal Rural
Routes.

2½

Times

19,897

Net Paid Circulation in 78
cities and towns and rural
routes in Central Illinois.

as much circulation in the
Bloomington trading radius
as any other medium.

(Above figures from Publisher's Statement to A.B.C., Mar. 31, 1927)

The Daily Pantagraph

Published Every Morning Except Sunday at Bloomington, Ill.

REPRESENTATIVES

CHAS. H. EDDY CO., 247 Park Ave., New York City; 294 Washington St., Boston
F. E. WALES, Room 1501, 140 S. Dearborn St., Chicago

Member A. B. C., A. N. P. A., Associated Press

Advertising Technical Facts to Women

The Tide Water Oil Sales Corporation Has Discovered That Women Not Only Buy Large Quantities of Motor Oil but Are Also Interested in the Principles of Lubrication

By H. C. North

THERE has always been a tradition, amounting almost to a superstition among advertising men, that women are incapable of understanding technical and scientific facts. Even the manufacturers of household machines and apparatus of which women are the judges, buyers and operators, have balked at explaining the mechanical details of their contraptions to those very women on whose preferences the success or failure of the product depends. Advertise to them—yes. But keep away from technicalities. You know how women are. Better to pick out some trick feature, and sell them on that . . . etc., etc.

The Tide Water Oil Sales Corporation, manufacturer of Veedol, questions this philosophy. Men, themselves, are no mental giants when it comes to comprehending engineering problems, this company says. "Why are Husbands so Stupid about Motor Oils?" asks one of its advertisements to women. Another Veedol advertisement, in a Western newspaper, is headed: "For Coast Car Owners who are not Mechanics and Don't Want to be." Sort of bearding the lion.

Any manufacturer of motor oil is of course frequently confronted with the question: Shall I direct my advertising to women? But the advertising of motor oil neces-

sarily involves technical copy. Not that the understanding of such copy demands an engineering training, but to realize the importance of good oil to a car one must be made to understand the first principles of lubrication—the kind of thing that women are supposed not



To the LADIES! Your motor ~ a fried egg ~ and the "Film of Protection"

BEFORE you fry an egg, first fry the grease the pan. This forms a film like that which shields the egg from the direct contact with the heat. If the oil film breaks, then the egg burns hard—scorched.

But the heat of a fire-pipe is cool compared to the heat inside your motor. And it is a lubricating oil's job to protect your motor from that scorching heat. Over all the vital parts of the motor, the oil forms a thin film like the film that protects the egg in the frying pan. As long as that film remains unbroken your motor is protected. But the moment the film breaks, scorching heat burns upon unprotected surfaces. And scorching, grinding, burning cracks are unquenchable.

The result, sooner or later, is a burned-out bearing, a scored cylinder or a pistoned piston, a damaged eye in a sleeping big repair bill.

See how you can protect all the important parts of your motor with the "Film of Protection" which Veedol forms. Veedol is the only motor oil that forms a film of protection on all the vital parts of the motor.



HOW TO GRABBER

It's false that it only the motor who needs lubrication. "You oil your oil" — so say the sales, the results are all over the motor of it is important. Women who read this page will "oil" their motor on the basis of intelligent study. Women who do not, taking in the oil who cannot see oil from the motor that will be delivered to its job.

The failure of a film of working oil only costs a few cents. The failure of a film of motor oil damages, perhaps ruins, a \$200 motor.

That is why the responsibility of a motor oil is so great. That is why it leaves to choose your motor oil with the same care that you choose your car.

For every Tide Water Oil mechanical engine and road wheel and all other parts of the motor, the Veedol, the protection on all which gives the "film of protection," then as

usual, smooth as silk, tight as steel. A film that keeps the motor cool and lubricated. A film that never fails.

Use the motor oil that gives the "film of protection!"

Thousands of car owners have found that the "film of protection" means a smoother running car, more power, more mileage and greater freedom from repairs.

It is easy to put the "film of protection" on the job in your car and safeguarding the life of your motor and increasing the results value of your car.

Whenever you see the orange and black Veedol sign you will find a crisp, warm, efficient dealer who knows in and recommends the "film of protection." Tell the dealer that you want your motor clean and smooth and shielded with the correct Veedol oil for your car. He will be glad to render this service for you.

Tide Water Oil Sales Corporation, Green Bay, Wis. and New York, branches at headquarters in all principal cities.



THIS MAGAZINE ADVERTISEMENT WAS THE FIRST IN THE VEEDOL SERIES APPEALING TO WOMEN

to understand. Consequently, all that could be said about the advisability of a direct feminine appeal must concern the practicality of breaking tradition and presenting technical facts to women.

The whole debate came to a show-down—like many other campaigns—upon the preparation of a

particularly brilliant piece of copy. It started off with the caption, "To the Ladies! Your Motor—a fried egg—and the 'Film of Protection,'" and then proceeded to compare the use of lubricating oil in a motor with the use of grease in a frying-pan. Anyone who had ever fried an egg could not fail to understand it. However, the advertisement would entail entirely too much expense for an I-don't-see-why-not judgment.

There is no doubt that most cars are family cars; and that a great many autos, especially in the suburbs and in small towns and cities, are bought with the woman's use of it in view. While her husband is in the office, she is driving it to take the children to school, to do the shopping, make her calls, and for a hundred and one other things.

Now, while she is buying her groceries and supplies, is there any reason to believe that she would not stop to get oil for the car? Inquiry among oil dealers, husbands, wives, and everybody available, indicated that there is not. Dealers were unanimous in the statement that more oil is bought during the week days by women than by men. It was the opinion of almost every husband questioned that his wife buys most of the oil. As I was told at Tide Water, "We can't prove that women buy more oil than men, but we know darned well we are right."

Assuming that she was a larger buyer, would the technicalities of motor lubrication mean anything to her? It was pointed out that in the advertisements for men great care is used to guard against too technical language, and that man's superior knowledge of mechanics is more or less of a myth. The advertisement was submitted to several women for reading; that there was anything mysterious about it was labeled as absurd. One woman's comment was that even a man could understand it!

It is generally recognized that a woman is a much shrewder retail buyer than a man. Socks are apt to be just socks to a man, but to

a woman they are an investment. Her knowledge of such mechanical contrivances as the furnace and the water faucet furnish suburban topics of conversation. Her prowess in making small repairs about the house with no more efficient tools than a carving-knife, a hair-pin, and a stick of chewing gum, is celebrated. Thoughts like these, in the absence of certain knowledge, influenced Tide Water, and the company's first advertising of motor oil directly "to the ladies" started in October, 1925.

INDIRECT EVIDENCE

To check the results of such an advertisement accurately would mean having a man stationed in every filling station and garage in the United States, asking each female customer what influenced her to buy Veedol. Indirect evidence, however, was not wanting. The first advertisement received more comment than any the company had ever before inserted. Letters came in from women in all sections of the country. The women apparently were eager to applaud any recognition of their intelligence.

So firmly convinced was Tide Water of the effectiveness of the advertisement that full pages containing a direct appeal to women have been used in two weekly magazines, regularly, for the last two years. Lately a third weekly has been added. Half pages and smaller space, of the same type of advertising, have appeared regularly in 350 newspapers throughout the country. Salesmen's reports of the dealers' attitude and approval all but prove that the breaking of new ground has been highly profitable. Tide Water feels that the facts are now too obvious to need further proof. Although plans are apt to change, it is thought highly probable that as soon as advertising appropriations warrant, Veedol will extend its message to women through the pages of magazines read exclusively by women.

This year the company is including a short "Note to Readers" in its advertising. This announces

**your share ~
of the business
awaits you ~ ~
through the
columns
of the ~**



NEW YORK

I. A. KLEIN

CHICAGO

that "A Women's Department has been established by the Tide Water Oil Sales Corporation for information and advice on the solution of your automobile problems."

It should be interesting to manufacturers confronted with a like question to know that there is but slight difference in the wording of the technical explanations for men and women. The copy directed toward women, so far as mechanical exposition is concerned, is practically identical with that for men. The approach is different, because a woman's interest is different, but the real selling copy remains about the same. In fact one advertisement, ostensibly directed to men, is in reality written for women. Note the subtlety of the main caption, "A Whisper of Advice to Husbands whose Wives Drive Fords." What wo-

man wouldn't read that? And, conversely, what man would rest until he had read the copy under, "It takes a Man to Make Motor-repairs but a Woman to Prevent them." Or the one already cited, "Why are Husbands so Stupid about Motor Oils?" In other words, Tide Water gauges the ability of a man and of his wife in mastering technical reasons as being about the same.

Civic Weeklies Elects Officers

Maurice Elgutter, of *What's Doing in Toledo*, was re-elected president of the American Association of Civic Weeklies, at the annual meeting held at Chicago recently. Walter West, of *This Week in Chicago*, was made vice-president; Melba E. Paige, of *Ft. Wayne's Weekly Guide*, secretary, and Amy S. Cory, of *Dayton This Week*, was re-elected treasurer. A recommendation was made to standardize civic weeklies to a uniform size.

June Chain-Store Sales

| Company | June 1927 | June 1926 | % Change | 6 Months 1927 | 6 Months 1926 | % Change |
|----------------------------------|--------------|--------------|----------|---------------|---------------|----------|
| ¹ F. W. Woolworth... | \$20,405,990 | \$19,021,868 | 7.3 | \$116,766,245 | \$107,201,449 | 8.9 |
| ² J. C. Penney.... | 11,377,059 | 9,092,361 | 25.1 | 59,712,526 | 46,074,564 | 29.6 |
| ³ S. S. Kresge.... | 10,064,047 | 8,834,380 | 13.9 | 55,901,171 | 49,837,324 | 12.1 |
| S. H. Kress.... | 4,110,848 | 3,807,155 | 7.9 | 23,359,046 | 21,688,113 | 7.7 |
| W. T. Grant..... | 3,299,119 | 2,639,608 | 24.9 | 17,066,083 | 14,395,449 | 18.5 |
| McCrary Stores.. | 2,862,968 | 2,362,629 | 21.1 | 16,972,689 | 14,183,099 | 19.6 |
| Childs Company.. | 2,281,565 | 2,113,289 | 7.9 | 14,505,696 | 12,647,235 | 14.7 |
| ⁴ Hartman Corp. .. | 1,270,127 | 1,447,337 | -12.2 | 8,692,093 | 9,225,770 | -5.8 |
| J. R. Thompson.. | 1,173,163 | 1,210,268 | -3.0 | 7,178,688 | 7,189,277 | -0.1 |
| J. J. Newberry... | 1,168,284 | 758,315 | 54.0 | 5,381,646 | 3,502,570 | 53.6 |
| Piggly W'gly W'n | 1,150,546 | 593,097 | 93.9 | 6,502,696 | 3,560,720 | 82.6 |
| ⁵ F. & W. Grand... | 1,016,151 | 778,784 | 30.5 | 5,388,813 | 4,409,640 | 22.2 |
| ⁶ D. Pender Grocery | 997,399 | 874,855 | 14.0 | 5,949,856 | 5,039,458 | 18.0 |
| Metropolitan Stores | 902,655 | 855,820 | 5.4 | 4,906,631 | 4,305,592 | 13.9 |
| ⁷ McClellan Stores.. | 770,047 | 582,255 | 32.2 | 4,248,830 | 3,183,787 | 33.3 |
| G. C. Murphy.... | 731,844 | 603,106 | 21.3 | 4,188,347 | 3,261,180 | 28.4 |
| ⁸ Peoples Dr'g Sto's | 650,092 | 485,584 | 33.8 | 3,743,297 | 2,829,550 | 32.2 |
| Loft, Inc..... | 542,058 | 601,194 | -9.8 | 3,797,545 | 3,868,161 | -1.8 |
| ⁹ Neisner Bros. ... | 507,602 | 292,645 | 73.4 | 2,593,069 | 1,470,118 | 76.3 |
| ¹⁰ I. Silver & Bros.. | 430,411 | 329,133 | 30.7 | 2,285,338 | 1,788,235 | 27.7 |
| Fanny Farmer... | 248,072 | 229,942 | 7.9 | 1,712,536 | 1,514,268 | 13.1 |

¹ The old stores of the Woolworth company in June showed a gain of \$674,088, or 3.5 per cent, over June, 1926, and for the first half of 1927, a gain of \$5,774,841, or 5.4 per cent over the corresponding period of last year.

² The J. C. Penney Company reports that there are now 787 stores in operation.

³ The S. S. Kresge Company reports that there were 329 stores in operation at the end of June, 1926, and 398 stores in operation at the end of June, 1927.

⁴ The Hartman Corporation reports 17 stores in operation this year, the same number as were in operation last year.

⁵ F. & W. Grand Stores report 53 stores in operation at the end of June this year, against 40 stores at the end of last year.

⁶ The David Pender Grocery Company had 358 stores in operation at the end of June, 1927, against 292 stores at the end of June, 1926.

⁷ The McClellan Stores Company had 107 stores in operation at the end of June, 1926, and 115 stores at the end of June, 1927.

⁸ The Peoples Drug Stores, Inc., had 47 stores in operation at the end of June, 1927, and 33 stores in operation at the end of June, 1926.

⁹ Neisner Bros., Inc., had 20 stores in operation in June, 1927, and 13 in operation in June, 1926.

¹⁰ The Isaac Silver & Bros. Company, Inc., reports 21 stores in operation at the end of June, 1927, against 15 stores at the end of June, 1926.

Advertisers Know the Value of The ALTOONA MIRROR as an Advertising Medium

They know their message is read daily by over thirty thousand families. That's why the Mirror published 31,724 more lines in June, 1927, than it did in 1926.

172,088 lines

of national advertising were published during the month of June.

And the daily net paid circulation reached the high water mark of

30,591

The ALTOONA MIRROR

Business Direct

FRED G. PEARCE, Manager of Advertising



Advertising's New Commandment

THOUGHTS for an advertiser investigating the Southern market: Here is a section comprising 39,206,000 people. . . . Magazine circulation scattered and extremely small. Newspaper reading almost a universal habit.

Combined circulations, for example, of two of the largest magazine publishing houses slightly over a million and a half.

Combined newspaper circulations one out of every six persons—practically a newspaper in every Southern home.

The Southern newspaper wields tremendous influence. No other medium



approaches it. Through its columns opinion is molded; opinion swayed, enlightened and entertained.

Southern dailies will link your product definitely with the locality; creating direct and intimate appeal.

Advertising rates are low. You can cover the entire South with a smaller outlay than would be required to reach any other area of like buying power. Once sold, the South stays sold.

Consult any reputable advertising agency for facts and figures on advertising's new commandment:

Sell The South Thru **SOUTHERN NEWSPAPERS**

For general information write
SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

Cranston Williams, Manager
Box 468, Chattanooga, Tenn.



IN TWO YEARS

In June 1925 the Bendix Brake Company's plant was just nearing completion. Bendix advertising began before the first Bendix Brakes were installed on a motor car.

In June 1927 Bendix Brakes are standard equipment on twenty-two leading cars, motor-coaches and trucks; and the company has on its books a volume of business for 1927 totaling many millions of dollars. The automotive industry *wants* Bendix Mechanical 4-Wheel Brakes.

The real fun of business is in "seeing progress"—one reason we have enjoyed so keenly our association, as their advertising counsel, with the Bendix Brake Company.

Williams & Cunnyingham

*Whose business is the study and
execution of good advertising*

Chicago
Philadelphia



Cincinnati
Rockford

Ten Ways to Secure the Jobber's Co-operation

THE R. M. HOLLINGSHEAD CO.
OF CANADA, LTD.
TORONTO

Editor of PRINTERS' INK:

We are selling our product exclusively through a group of approximately seventy-five of the best automotive and hardware jobbers in Canada.

We assume there is an average of approximately seven salesmen for each jobber.

We are writing to learn, if possible, of successful plans found practicable by other manufacturers or selling organizations, in the building up of jobbers' salesmen's interests to the end that they will sell more of our merchandise.

We will be particularly glad to receive any reference or other material you may have available to put us on the right track.

THE R. M. HOLLINGSHEAD CO.
OF CANADA, LTD.
GEORGE F. SMITH,
Vice-President.

THIS inquiry touches on a problem which has been troubling the brightest merchandising minds of the country for a number of years. How can a manufacturer get the co-operation of jobbers' salesmen in the selling of one product or one line of products when their total list of products runs into the hundreds, perhaps thousands?

PRINTERS' INK has published a number of articles dealing with ways and means of getting jobber co-operation. They point quite definitely to a few general methods which, while they are not 100 per cent effective, often go a long way toward winning jobber co-operation. A few of these methods can be summarized briefly as follows:

1. *Missionary salesmen.* This calls for either a special sales force to work with jobbers' salesmen or else special effort on the part of regular salesmen who spend some of their time with jobbers. This method has its pitfalls as well as its advantages. (See "Why We Believe in Working with Wholesalers—Not for Them." PRINTERS' INK, March 17, 1927.)

2. *Sales conventions for jobbers' salesmen.* Very difficult to bring

about but excellent wherever possible.

3. *Saturday meetings with jobbers' salesmen.* At such meetings company salesmen go over the merits of the product and explain the major selling points. This method is effective but does not always have a lasting effect and therefore needs periodic repetition.

4. *Distribution of advertising material to jobbers and their salesmen.* If a manufacturer can get jobbers to give him lists of their salesmen he can often do effective direct-mail work by writing letters and furnishing proofs of current advertisements. Some advertisers even go so far as to issue special house magazines for jobbers' salesmen.

5. *Following jobbers' prospects by mail.* This, again, requires that the jobber furnish a list of his prospects to the manufacturer. Once that list is in the manufacturers' hands he can do effective direct-mail work. Such lists are not always easy to get since the jobber is often suspicious of the manufacturer's motives. Some jobbers, however, while they will not furnish a list will mail letters and other material to prospects if the manufacturers will furnish the material.

6. *Visits of the jobbers' salesmen to the factory.* Akin to method two this can be used only under exceptional conditions.

7. *Souvenirs to jobbers' salesmen.* These souvenirs must be small in value and used purely for goodwill. The manufacturer must avoid any appearance of bribing salesmen.

8. *Featuring jobbers in trade-paper advertising.* There are many variations of this method. Its greatest value is that it shows the jobber that the manufacturer is behind him and shows the dealer that the manufacturer believes in the jobber.

9. *An idea that will be good enough to win the jobbers' enthusiasm and thus win the enthusiasm of his salesmen.* This is perhaps the best method of getting jobber co-operation but demands a real product and a real merchandising idea. PRINTERS' INK has de-

scribed several ideas of this kind.

10. *An exclusive control sales policy.* This means that the jobber is given exclusive sales rights in his territory. This is a subject which has been debated a great deal. Some manufacturers claim it is a vicious practice while others believe it to be the only sound way of working with the jobber. Experience has shown that those companies which are able to follow this policy have benefited by winning hearty support from their jobbers.

Bonuses to jobbers' salesmen are a bad practice which is disliked by the jobber and often results in the jobber dropping the line. It is mentioned here only because we wish to warn manufacturers against using this method.

In a recent article in *PRINTERS' INK*, C. W. Muench, sales manager, George Richards & Co., gave a number of interesting pointers to the manufacturer wishing jobber co-operation. Two essentials which he mentioned are worth re-emphasizing. He said that any plan which is to win jobber co-operation must not be too complicated and must not call for too great a proportion of the jobbers' salesmen's time. These essentials are doubly important where a jobbers' salesman is carrying a heavy line.

The kind of co-operation that the manufacturer would really like to get from jobbers' salesmen can be gained only when our present marketing scheme has entered a Utopian era. However, the methods outlined above have been used successfully and point the way to a partial realization of the true co-operation.

A bibliography listing fifty-three articles that have appeared in *PRINTERS' INK* and *PRINTERS' INK MONTHLY* on various phases of the subject of holding and securing the co-operation of the jobber and his sales organization will be sent to any reader who writes for it.—*[Ed. PRINTERS' INK.]*

John Urban Riley, Boston, advertising, has incorporated under the name John Urban Riley, Inc.

Death of C. J. Geyer

C. J. Geyer, president and treasurer of The Geyer Company, Dayton, Ohio, advertising agency, died July 9. He was sixty-two years old. For twenty-seven years he was with the Dayton *Herald*, resigning as general manager of that newspaper in 1911 to enter the advertising business.

The Geyer-Dayton Advertising Company was established in 1912, with Mr. Geyer as president. The name of this advertising agency was later changed to The Geyer Company. Mr. Geyer was active in the affairs of the agency until a few months ago, when failing health caused him to relinquish most of his work.

New York Associated Dailies Meet

The summer meeting of the New York Associated Dailies was held last week at Gloversville, N. Y. William B. Bryant, publisher of the Paterson, N. J., *Press-Guardian*, discussed some of the problems and needs of the smaller newspapers in a talk on "Group Advertising Representation." At another session a list of twenty questions bearing on the operation of newspapers was answered by various publishers. The advisability of offering the members of the association as a group to national advertisers was also discussed.

J. L. Butler Leaves Tracy-Parry Company

John L. Butler, vice-president of the Tracy-Parry Company, Inc., Philadelphia advertising agency, has resigned. He has been with this agency for the last eight years. He will start an advertising business at Philadelphia, to be known as the John L. Butler Company.

New Haven Clock Account to Blaker

The New Haven Clock Company, New Haven, Conn., manufacturing a general line of clocks, has appointed the Blaker Advertising Agency, Inc., New York, to direct its advertising account.

"Oklahoman" and "Times" Appoint E. C. Kelly

Ewing C. Kelly has been appointed special representative for the national advertising department of the Oklahoma City *Oklahoman* and *Times*.

Blackhawk Mfg. Company Buys Hydraulic Tool

The Blackhawk Manufacturing Company, Milwaukee, tools, has purchased the Hydraulic Tool Company, Los Angeles, hydraulic oil-power jacks.

The executive committee of the Associated Business Papers, Inc., will hold one of its regular meetings at Toronto, Ont., on July 15 and 16.

IF you have a problem in picturizing, however knotty, bring it to us to be unraveled



You will find that brush and palette are not at odds with telephone and typewriter. You will learn that an art institution serving business men may know both how to mix business with art, and how to mix art with business. It evidences a high and winged spirit to cherish ideals, but it is ideas that put wings on merchandise

IDEAS • LAYOUTS • DESIGNS • ILLUSTRATIONS

MARTIN ULLMAN
STUDIOS *Inc* NEW YORK
250 PARK AVENUE



IDEA CREATORS NOT JUST ILLUSTRATORS

The Sandman Rides by Railroad

Sleep Is Receiving the Attention of a Number of Railroads in Their Current Magazine and Newspaper Advertising

By J. G. Condon

DISCOVERED at last! A sure cure for insomnia! Do you lie awake at night counting those sheep and go on counting them because the sheep will not turn to sleep? Suffer no longer! Buy yourself a ticket on an American railroad and "sweet dreams." Isn't it easy? Of course it is and it must be so because the advertisements now running in newspapers and magazines the country over candidly admit it. To the manufacturers of beds and mattresses advertising the sleeping values of their products, please add the railroads. We may yet see a train named "The Sandman."

This thing of sleep is vitally important in the solicitation of passenger business if current advertising is to be believed. The slogan of the New York Central, "The Water Level Route—You Can Sleep," is not especially new, but it takes on added significance in a large-space advertisement which features a testimonial as to its accuracy from no less an authority than Dr. Nicholas Murray Butler, President of Columbia University.

"Coming home on the Century was like riding on velvet," he is quoted as writing to an officer of the New York Central and that railroad adds that "it is the velvety smoothness of the Century's overnight flight on the famous water level route that has made this train the favorite of five out of six business executives."

Velvet for sleeping purposes unquestionably has its appeal and may have stirred the Pennsylvania Railroad into examining its qualifications as an aid to sweet repose. Some of its newest newspaper advertising offers the answer. It is suggested by a map above a rushing passenger train with an almost straight line connecting Chicago and New York. Copy appearing in Western papers, speaking of the Broadway Limited, says:

Around the end of the lake—then straight east through beautifully wooded passes in the mountains where cool bracing air induces sound sleep. You awaken on one of the straightest, levellest stretches of railroad in the East—so easy to shave comfortably, breakfast quietly. Finally you dart right under the Hudson and stop in New York's largest passenger station—in the heart of the great midtown section.

Traveling a route over 70 miles shorter than that of any New York train of comparable schedule, the Broadway runs at a moderate speed that is conducive to comfort.

Note that as against a "Water Level Route" on the New York Central, of which it boasts, the Pennsylvania points to "wooded passes in the mountains." On the Century "you can sleep," on the Broadway Limited "cool, bracing air induces sound sleep." It seems to be a question demanding the attention of experts if a conclusion is to be reached and a whole thesis might be devoted to the qualifications to be demanded of good sleep experts. Here is a great opportunity for the Simmons bed people and the Ostermoor makers. Against Dr. Butler's word for the New York Central's velvet the Pennsylvania offers that touch about straight and level track for shaving and breakfast.

But this sleep question is not confined to the New York Central and the Pennsylvania. In the East, the Baltimore & Ohio recently has used large newspaper space to call attention to its new Pullman sleepers which have individual rooms and beds—not mere berths to sleep in. After mentioning the pleasures that go with the use of its de luxe busses enroute from New York to its Jersey City station, including "a refreshing trip down the river," it adds:

You may also have the greater comfort and privacy of the new-type all-compartment sleepers which provide individual bedrooms (communicating if desired) containing full length bed; full toilet facilities with hot and cold running water; folding table and chair;



picture readers ~ all!

THE measure of a man's pocketbook isn't the work clothes he wears! Just look at the number of automobiles parked near a building operation or registered in "agricultural communities"!

Highbrow, or lowbrow, the man who has money is the man you must sell. And there's one universal language all understand.

Pictures that "show" your story as vividly as your copy "tells" it carry your product to all classes in ONE message. The magnate lounging in the smoking room of his club responds no less frequently than the laborer munching his sandwiches beside the curbstone pole outside.

Illustrations—in line, halftone, or color all speaking the universal language, are your biggest guarantee against "waste circulation."

For three generations we have helped advertisers, publishers and printers to make their pictures TALK. The best picture in the world is no better than the photo engraving that reproduces it.

Gatchel & Manning, INC.

C. A. STINSON, *President*

[Member of the American Photo Engravers Association]

Photo Engravers

West Washington Square 230 South 7th St.

P H I L A D E L P H I A

Such *Fear Is Unfounded!*

The advertiser who shies away from religious publications, and especially Our Sunday Visitor, is shrinking from a fear of prejudice that does not exist. Our Sunday Visitor is not prejudiced, and it fears no prejudice.

Founded in 1912 for the purpose of instructing our people in their religion; of giving them the answer to false charges made against the Church; of exposing the social and religious errors of the day; of holding up the Catholic faith favorably to the non-Catholics; it has carried out its purpose without prejudice.

In substantiation of this, one issue each month is read by almost 100,000 non-Catholic people, and we know of no advertiser who has felt any prejudice because he won profit through advertising in Our Sunday Visitor.



This summer for the first time in many years our circulation has **INCREASED** instead of falling off the usual five or six thousand—and this without solicitors, without prizes, without premiums! Surely, our readers must **WANT** Our Sunday Visitor, and surely, here is **READER-INTEREST** for every advertiser!



Should you want to reach **ONLY** the Catholic pastors of churches and schools in the U. S., a total of some 11,500, you will find **The ACOLYTE** (companion publication to O. S. V.) exactly suited to your requirements. It covers the entire market of Catholic pastors exclusively; no waste circulation; and the advertising rate is \$4.20 per inch. Write to home office at Huntington, Ind., for details.

500,000
Weekly circulation makes Our Sunday Visitor the leading religious weekly in the United States. Advertising rate is \$1.25 per agate line. Published at Huntington, Indiana. Forms close 14 days in advance of date of issue.

Western Representatives
ARCH CLEMENT & SON
206 West Washington Street
Chicago, Ill.

Eastern Representative
HEVEY & DUNKEE
15 West 44th Street
New York City

full length mirror; electric fan and shaded electric lights.

All of which is, of course, highly conducive to a good sleep on your way to Washington or wherever you may be bound. This innovation of The Pullman Company has been put into service on a number of roads and has been well advertised. The Pennsylvania and the Michigan Central are two other lines which have used good copy in luring passengers to a complete night's rest enroute in one of the new type of cars.

These cars contain fourteen separate rooms, each with a lavatory and toilet and a permanent bed extending crosswise of the car. The regular Pullman charge for two lower berths is collected for the use of the room—which can be conveniently used by but one passenger—but only one and a quarter railroad fares are required. The cars are good only for night trips—there would be no place to sit in comfort during the daytime.

Some of the impetus for this aroused interest in the passenger's comfort and ability to sleep may be traced to the experiments some Western lines are making with roller bearings on their coaches. Their success has been passed on to the public not only by the railroads themselves but by the manufacturers. Recently, the Chicago & Northwestern and "The Milwaukee Road" (that is the signature on the advertisement although it carries the old trade-mark of the Chicago, Milwaukee & St. Paul Railway) have battled for newspaper attention through large copy.

"A Finer Northwestern Limited" was the slogan of the C. & N. W., the new train being described as "fresh and polished and gleaming" with a luxury that is said to be based among other things on "a restful night's sleep." To this, there is "an added feature! Quiet roller bearings on Northwestern cars insure smooth operation."

The Milwaukee invited the public to an inspection of the new equipment on its Pioneer Limited, modestly described as "the world's



**"If you want
the cream of
British business
at home and
abroad, you
must ask for it
in**

'Punch'

**Other papers
have some of
the best buyers
in the Empire
for readers. But
PUNCH has all
of them."**

THOMAS RUSSELL.

MARION JEAN LYON
Advertisement Manager, "PUNCH"
25, FLEET STREET,
LONDON, E.C.4, ENG.

Good Copy

Recently a certain proposed advertisement was challenged as being too small to have "dignity."

A quaint notion when you recall that many a flaring block long facade utterly lacks dignity. . . .

While a tiny hall mark of Paul Revere's lends both dignity and extraordinary value to a battered piece of colonial silverware.

Given readable type, in a reputable publication, good copy can be safely trusted to ensure dignity.

**HAWLEY
ADVERTISING
COMPANY**
Inc.

**95 MADISON AVE.
NEW YORK CITY**

finest," and "sparkling new . . . advanced far beyond that of present-day railroad travel. A new era of travel commences with this luxurious train. It is destined to make railroad history." It, too, emphasized the roller bearings on its cars and "single rooms, the latest and most unique addition to comfortable overnight travel. Cozy individual rooms with real beds crosswise of the car; equipped with deep box springs and soft mattresses—inviting to sound sleep. Hot and cold water and all toilet facilities complete within each room."

Note the emphasis on the "sound sleep." The casual visitor from Mars might think, from a perusal of current railroad advertising, that sleeping heretofore was something unknown on American trains, although the snoring on an average sleeper any night would quickly disabuse him of the idea.

The accolade in this sleep-promising campaign goes to the Chicago Great Western. Recently it has distributed among the passengers on the Legionnaire, its crack train between Chicago and the Twin Cities, a card bearing this invitation:

If you were general passenger agent of this railroad, what would you do with this train to give travelers better service?

Space was left for a reply and many of the comments, all favorable except one, were compiled in a newspaper advertisement. And that one read: "Stop the window rattling in lower 8, Car 19," to which the railroad added, "we fixed this."

It is respectfully submitted that this is good sleep-promising copy.

This roller bearing stuff threatens to stir up complications for the carriers. The Chicago *Tribune* recently discussed the subject editorially, hailing the improvement as one long over-due.

"Travel at best," it asserted, "is likely to be an unpleasant business," and added:

Railroad executives willing to risk money to relieve discomforts will find their reward in this world, we are confident. The traveling public is willing

No. IV

FROM OUR CODE OF ETHICS

"Our Endeavor should be to earn the reputation in our community of being intelligent, honest, first-class Craftsmen whom people can trust with their work."



THE mere fact that the larger advertisers now use professional typography exclusively should be conclusive evidence to the small buyer that what is good for the goose is good for the gander. A. T. A. in typography is the same as A. B. C. in circulation.



NEW YORK GROUP OF

Advertising Typographers of America

461 Eighth Avenue, New York

MEMBERS

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 The Woodrow Press, Inc.

SEND FIFTY CENTS FOR A COPY OF THE A. T. A. SERVICE BOOK

Premium Catalogs that present The Best Premiums The Best Way



The advantage of having more than one string to your bow is never more strikingly illustrated than in premium offers.

When you offer but a single premium, and unfortunately, the prospective customer has it, you have no premium appeal whatever.

But to offer a variety of premiums involves an intimate knowledge of what make the best premium and a heavy investment in uncertainties.

Handsome catalogs, handsomely illustrating articles that have proven themselves successful premiums, make the most effective presentation of premiums possible.

But their cost?

An organization that handles the premium requirements of some of the nation's leading premium users and prepares their catalogs that are works of art, will prepare yours at no more than the cost of printing.

Those who use this service save thousands of dollars in illustrations and plate work while securing the assistance of those who have produced the most successful catalogs in use.

Concerns interested in making their premium offers attractive and efficient and who value economies are invited to correspond.

The
Premium Service Co., Inc.

9 West 18th Street
New York City

to pay for comfort and speed, as has been amply demonstrated by the success of extra-fare trains all over the land. There is still much room for improvement. The trip to New York takes too long. The best trains require twenty hours when the journey might be made in sixteen. It should be possible to leave Chicago late in the afternoon, toward the close of the business day, and arrive in New York shortly after breakfast the next morning, without adding materially to the risk of travel.

Smooth travel is all right, but a demand for faster time is not calculated to appeal to the average railroad operating man who sees expedited passenger trains making dependable freight service all the more difficult, with the added fact that those fast de luxe affairs all too often produce red figures in the accounts.

Death of Herbert Myrick

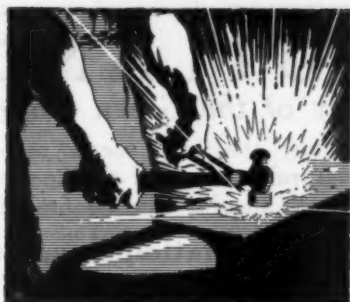
Herbert Myrick, publisher of *The New England Homestead*, Springfield, Mass., died on July 6, at Bad Nauheim, Germany, while undergoing treatment for poor health. He was sixty-six years old.

Although publisher of *Good House-keeping* from 1900 to 1911, during which time he founded the Good House-keeping Institute, Mr. Myrick's main interest had been in agricultural publications. Among those he published were, *The Dakota Farmer*, *Orange Judd Farmer*, *Farm and Home* and *The American Agriculturist*. He made his first start in the publishing business shortly after graduating from Amherst Agricultural College, by buying a small interest in a company on borrowed capital.

He was one of the first to advocate that the farmer organize and take an active part in politics. The Farmers' Political League, which he founded in 1901, was the beginning of the agricultural bloc, which has been and still is a thorn in the side of both political parties. Some of the movements which he supported were: A tariff on farm products, a co-operative dairy system, a Federal system of agricultural experiment stations, rural free delivery, the Federal Farm Loan Act, and co-operative buying and selling by farmers.

J. W. Marshall Joins Quigley Furnace Specialties

J. W. Marshall, recently with the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., has been appointed advertising manager of the Quigley Furnace Specialties Company, Inc., New York, manufacturer of refractory materials. He was at one time with the American Nickel Corporation, Philadelphia, Pa.



forged

in the white heat of controversy

Issues of the day dramatize themselves most in controversy and debate. . . . Place your advertising in the *Forum* and you have set it squarely across the rushing mainstream of America's interests where they are most quickened.

THE *Forum* is discussed and quoted everywhere. In every state in the Union and in every city of importance the *Forum* and its controversies are being talked about. It offers an audience of 75,000 influential people. And a quality audience too; a recent survey of 2500 of its readers showed average incomes of more than \$10,000.

Have you considered the use of so vital a setting as the *Forum* for your sales message?

FORUM

Member of Audit Bureau of Circulations.

Waldo W. Sellew, Advertising Manager, 441 Lexington Ave., New York

RUTLAND

Gateway of the Green Mountains

Entrance to most charming scenic region in New England. Natural center of Prosperous Trading Territory; People steadily and profitably employed.

Trading Population Covered by Rutland Daily Herald, 97,000

Agriculture and Orchards Basic Industry in Territory, Marble Mills and Quarries largest in the World. Slate Products Lead in National Production. Seasonable Slumps in Buying Power Unknown in this Territory.

Bank Deposits in Rutland \$25,000,000.

Bank Deposits elsewhere in this territory \$25,000,000.

Stores and Supply Houses, 1243.

Industries other than Quarry and Farm Products, Scales; Warehouse Trucks; Castings; Steam Fitting and Plumbing Supplies; Boilers; Structural Iron; Stone-Working Machinery; Fire Clay Products; Refrigerators; Tin Cans and Can Making Machinery; Interior Woodwork; Doors, Sash and Cabinet Work; Book Publishing, Printing and Binding; Auto and Wagon Springs; Awnings, Tents; Mattresses; Medical Specialties; Maple Sugar and Maple Sugar Utensils; Ice Cream; Soft Drinks; Fly Paper; Shirts, House Dresses and Aprons; Furniture; Tannery; Underwear; Woodware; Woolens; Baskets; Cannery; Brass Foundry; Farm Implements; Dies, Knit Goods; Fishing Rods and Tackle.

**The Kind of Territory the Space-Buyer
Can't Afford to Overlook**

The Rutland Daily Herald

Established 1794

MORNING EXCEPT SUNDAY

Member of Vermont Allied Dailies

Vermont Allied Dailies

Burlington Free Press
Rutland Herald

St. Johnsbury Caledonian-Record
Bennington Banner

Barre Times
Brattleboro Reformer

The Sales Problems of Aviation

(Continued from page 6)

made up of persons with a sporting instinct. I expect to see the younger business men of today using it as a means of transportation to and from the large city and their country homes. For some time to come, the type of plane to be sold to this market will be an amphibian plane. Most big cities are located on or near great bodies of water. Rivers or lakes are at present the best landing places and can be flown over with the greatest safety at the lowest altitudes. Those are the reasons why I say that this market, which is the largest market open today to manufacturers of commercial aircraft, should be sold on amphibian planes. This market will increase and grow as cities get airports that are located near their business sections and when accidents in airplane travel cease to be front-page news, as they have in the case of the automobile."

The aircraft companies that seek this market of sporting enthusiasts will have to search out the motives and appeals that make such persons buy a particular type of product. Their advertising and selling problems are not unlike those of the manufacturers of automobiles. They have available the experience of that industry from first-hand sources, for most of the men who formulated the successful sales and advertising appeals of the automobile businesses are not only alive but are still active. The primary advertising appeals to this market, in Mr. Bixby's opinion, are speed and safety of operation.

The second largest market, according to Mr. Bixby, is the air transportation companies. Such companies existed in small numbers before the Lindbergh flight. Most of them were engaged in air mail delivery. Now they are springing up in every part of the country. Their objective in most

cases is the passenger and merchandise transportation business. Some are modest one-man affairs, while others are corporations of great size and financial resources such, for example, as the American Railway Express Company. This company plans to employ from seventy-five to 100 airplanes in transcontinental express service.

Mr. Bixby calls attention to the fact that in this market, for the present at least, a distinction must be made between transportation companies engaged in mail service and those that are after passenger and freight business.

"There is," he says, "in most minds the idea that both of these types of service can be combined and performed by the same type of airplane. This is a normal judgment of the obvious facts, but not a true one.

"Men like Col. Lindbergh have created a tradition in air mail service that interferes with such plans at this time. The air mail flyer is filled with the idea that 'the air mail must go and nothing must stop it.' He seems to feel, and perhaps rightly so, that passengers and freight in a plane carrying mail might interfere with the transportation of mail. As long as this spirit persists, and it may always persist, the market for planes to be used in air mail transportation will be a market that is different and that has different requirements from that which buys planes in which to transport passengers and freight."

The large market of today that is made up of sporting enthusiasts, in the language of the world of selling and advertising is called "the consumer market." The second and growing market of air transportation companies is what is called the "industrial market." In that market, we have one part of the aviation industry, the aircraft manufacturer, selling to another part, the air transportation company. The buying motives here are those of a railroad company buying a locomotive. The air transportation company in buying a plane is making a capital investment out of which it must

Announcement
to
SALESMEN
of
Building Materials
Furniture and
Equipment

The Young Womens Christian Organization is now planning a tremendous building campaign.

12 Y. W. C. A.'s are being built.

10 Y. W. C. A.'s are drawing up plans.

17 Y. W. C. A.'s are in discussion stage.

The cost of these buildings will range from several hundred thousand to two and five million dollars a piece.

To Get Your Share of the
Millions of Dollars
Spent for
Building Material
and
Furnishings

Reach the buying executives through the official national Y. W. C. A. magazine.

The WOMANS PRESS
600 Lexington Avenue
New York City

Write for a rate card and terms on "Y" service and a selling plan to fit your particular product.

CLARA JANOUCH, Advertising Manager

get returns. It has to be sold on the performing ability of the product and upon its ability to carry a sufficient number of passengers to yield a profit from its operation, or its adaptability for air mail or freight service.

The nature of the type of plane that will, in all probability, be sold to companies engaged in the business of transporting passengers and freight was indicated in a statement made a short time ago by Henry Ford, who for some time has been seriously engaged in the practical study of aviation problems, by both constructing airplanes and operating passenger services. Mr. Ford, it seems, is of the opinion that the profitable airplane of the immediate future for passenger service will be one having a capacity to transport at least 100 passengers. Ford's \$40,000 plane, which Col. Lindbergh is reported to have characterized as representing "too much overhead," will thus give way to one that will cost thousands of dollars more, but which, in spite of its greatly increased cost, will be far more profitable to operate because its overhead per passenger will be lower. The sales to air transportation companies, under such conditions, though small in units, would be very high in actual dollars.

The third important market for the American aviation industry, as Mr. Bixby sees the situation today, is foreign countries. Regarding this market he says: "The performances of Lindbergh and of other American aviators in crossing the Atlantic and the Pacific in American planes have demonstrated to the entire world the technical skill of our manufacturers as well as the navigating ability of our pilots. Not so long ago, foreign nations, and especially European nations, were inclined to look upon the American product as inferior to theirs. This is not so today. We now have a standing and a prestige that should bring sales if properly and quickly capitalized.

"The foreign markets, generally speaking," Mr. Bixby pointed out, "like the American market, are



The clients of Olson & Enzinger, Inc., do an annual business that exceeds one hundred million dollars.

OLSON and ENZINGER Inc.
Advertising

M I L W A U K E E

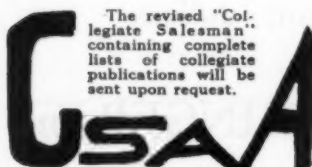
Student Stores Are Growing!

The aggregate business done by the four Co-operative Stores at Harvard, Cornell, Princeton and Yale was over two million dollars last year—or more than double what it was eight years ago.

Have you ever considered what it means to sell in a market which is expanding so quickly? Business increases automatically. The number of students at college has doubled in ten years.

We can show you how to sell your product thru supply stores and other stores that get college trade. We have been doing it for fourteen years.

Ask us anything you want to know about the school or college market.



The revised "Collegiate Salesman" containing complete lists of collegiate publications will be sent upon request.

Established 1913

**Collegiate Special
Advertising Agency, Inc.**

503 Fifth Ave., New York
612 No. Michigan Ave., Chicago

broken down into two markets—the sporting enthusiast and the mail-passenger-freight market."

An indirection of a real appreciation of our opportunity in foreign fields is to be had in the appointment, a few days ago, by the Bureau of Foreign and Domestic Commerce of a Trade Commissioner for Aeronautics to Central and South America. This appointment, according to a Government official, has been made for the express purpose of actively adjusting American manufacturers of aircraft and aircraft equipment who want to sell their products in that part of the world. Doubtless similar posts will soon be established in other foreign markets.

A market for airplanes, not touched on in the interview, and a market that exists in our own country and in foreign countries, is the sale of airplanes to Governments, for Army, Navy and other purposes. Discussion of this market was not sought since the interview was concerned only with the commercial aspects of aviation and since it is generally agreed that the commercial type of airplane is a product which is entirely different from the war type of airplane.

This analysis of the major markets for aviation, and of the sales problems in each of these markets, as given by Mr. Bixby, it should be remembered, applies only to the aircraft itself.

A big scale development of aviation opens up new markets for manufacturers of many types of products. It opens markets for manufacturers who sell to aircraft manufacturers. It opens markets for those with products and services to sell to air transportation companies and to those with products to sell to airplane pilots and air passengers. Some of these are industrial markets and some are consumer markets, as is true in the case of the aircraft itself.

Some idea of the many different types of businesses to which aviation has opened new industrial markets may be had from a study of the list of concerns which furnished the Ryan Airlines with materials from which the plane that

THE WICHITA EAGLE

Morning—Evening—Sunday

Absolutely the best buy in Kansas

MORNING and EVENING { **In the city of Wichita**
40,334

Daily Net Paid Average for June

MORNING and EVENING { **In Entire Trade Area**
74,752

Daily Net Paid Average for June

Sunday—In the city of Wichita

25,832

Net Paid Average for June

Sunday—In the Entire Trade Area

69,969

Net Paid Average for June

Daily Morning—15c per line. Sundays 17c per line. Morning and Evening Combination 18c per line.

Represented Nationally by

The S. C. Beckwith Special Agency

New York Philadelphia Atlanta Detroit Chicago
St. Louis Kansas City Los Angeles San Francisco

NORMAL INSTRUCTOR and PRIMARY PLANS

FOR TEACHERS OF ALL THE GRADES
AND RURAL SCHOOLS
Founded 1891 by F. A. Owen

F. A. OWEN PUBLISHING CO.
PUBLISHERS
HOME OFFICE AND PLANT,
DANVILLE, N. Y.

Chicago Office, 1018 So. Wabash Ave.,
C. E. GARDNER, Adv. Mgr. New York
Office, 110 W. 34th St., GEORGE V.
RUMAGE, Eastern Rep.

Issued monthly except July and August.
\$2 per year of 10 issues; 25 cents a copy.

Advertising rates will increase on August
20, 1927 to: \$720 per page (684 lines);
\$360 per half page (343 lines); \$180
per quarter page (171 lines); \$1.20 per
line for less than quarter page.

Orders may be placed before August 20 at
the present low rates of \$600 per page;
\$300 per half page; \$150 for quarter
page; and \$1 per line for less than
quarter page.

DANVILLE, N. Y., JULY 14, 1927

Reader Enthusiasm Means Results for Advertisers

One of the most reliable indicators of the advertising value of a publication is the enthusiasm shown in letters from subscribers. A magazine which engenders enthusiastic response from readers bids fair to produce results for advertisers. Read these excerpts from letters of *Normal Instructor-Primary Plans* subscribers.

—I have taught 23 years and have not been without your magazine any of that time. —The teachers so often reply, "Well, I can find it in the *Normal Instructor*." Your paper is filling a very important place in the Teachers' Library. —I could not teach successfully without your paper. —Your magazine is wonderful and I have been telling all the new teachers about it. —I like your most valuable journal and do not see how any teacher can afford to be without it. For my part I am not going to attempt to teach without it. —I have

been trying to teach without it this year but I miss it too much. Although the other magazines I am taking are very good, there is a vacant chair at my magazine table without *Normal Instructor-Primary Plans*. —I like it better than any school paper I have read.

Getting Three Birds with One Agate

Gauged by the number of sales opportunities per reader, one agate line in *Normal Instructor-Primary Plans* often does the work of three elsewhere. As a concrete example we have in mind a food advertiser whose advertising in *Normal Instructor-Primary Plans* has three objectives: (1) To win the teacher herself as a consumer; (2) to get her to serve this advertiser's healthful food in the hot lunch prepared at school for the pupils; and (3) to induce her to recommend this healthful food to the parents of her pupils.

The "worth-whileness" of each of these objectives is evident when one considers that *Normal Instructor-Primary Plans* has 180,000 teacher-subscribers who have in their charge more than five million children coming from several million homes.

Advertisers who would know more about "getting three birds with one agate" should consult with the gentlemen named below (preferably before August 20, when the rate increase becomes effective.)

Charles E. Gardner, Adv. Mgr.
Normal Instructor-Primary Plans
He can be reached by phone or letter at
1018 So. Wabash Ave., Chicago, Ill.
(Harrison 6844)

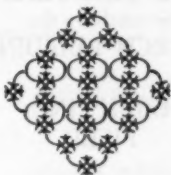
George V. Ramage, Eastern Rep.
Normal Instructor-Primary Plans
His office is at 110 West 34th Street,
New York City. Telephone Lackawanna
5620 for information and assistance in
developing selling plans for the educa-
tional market.

Col. Lindbergh flew to Paris was made. In that list are manufacturers of rubber tires, motors, paint, carburetors, oiling systems, electric tools, valves, and magnetos. Specialization is rapidly taking place. There are companies making fabrics that are specially designed and processed for airplane construction; there are businesses that are turning out paint made especially for airplanes; rubber tire companies are after airplane tire business. The Wright Aeronautical Company, which for some years made airplanes, is no longer in the general field. It specializes in motors. The manufacturer who has a product that can be sold to makers of aircraft and who has not yet given attention to that market will find that he has to face the competition of well-developed specialists.

Increased airports are opening markets to makers of lighting equipment and to a variety of manufacturers who turn out materials necessary for the construction of hangars. Here, again, specialization is taking place and there is every indication that such markets will go, as in the case of airplane parts and accessories, to those businesses which can show a technical knowledge of the job in hand. The rapid trend of this young industry toward specialization is looked upon as remarkable. The opinion of those who know this industry and other industries is that it is a natural development which was to be expected, and quickly, because of the highly technical problems involved in airplane construction.

Toward the close of the interview, Mr. Bixby gave the opinion that air transportation would have a deep and lasting effect on modern merchandising practices in many lines of industry. "Hand-to-mouth purchasing on the part of the consumer, which retailer and manufacturer once dreaded, and which they now like and understand because it increases turnover, was made possible through quick and rapid transportation," he pointed out. "Airplane freight service, because of its greatly increased speed over other methods of delivery, will

careful planning



during the past 21 years has brought The Stirling Press to its present standard of efficiency, both as to plant and personnel.

The kind of printing produced is the best evidence we can put forward.

THE STIRLING PRESS

Established 1907

318-326 WEST 39th STREET
NEW YORK CITY

To
Reach
**CHAIN
STORES**
Use

**CHAIN STORE
AGE**

35 Worth Street New York City

You Pay for WASTE CIRCULATION

in reaching the
CHURCH BUILDING

AND
EQUIPPING
FIELD

unless you use

The EXPOSITOR

*Church Building Trade Journal
Since 1898*

Absolutely Restricted to the Buyer

"Undoubtedly the outstanding
religious publication in America"

Sample—distribution—rates on request

The EXPOSITOR

JOS. M. RAMSEY, Manager and Editor
710 Caxton Bldg., Cleveland, Ohio

The EXPOSITOR
156 Fifth Ave.
New York City

The EXPOSITOR
37 So. Wabash Ave.
Chicago, Ill.

No. 11

Are We Prosper- ing at Europe's Expense?

Is the United States crippling the capacity for payment of the very nations to which American private capital has been loaned to the extent of \$12,000,000,000?

ALEXANDER DANA NOYES
cites interesting figures in
answer to this puzzling
question in the July

**SCRIBNER'S
Magazine**

Follow his "Financial Situation"
each month and keep up with
the great movements in the world
of business.

eventually make this practice of buying in small quantities and buying frequently on the part of consumer, retailer, wholesaler and manufacturer, far more pronounced than it is today."

A summing up of this interview with Mr. Bixby shows that there are many phases of aviation that need sales and advertising help.

(1) Training schools: They need guidance in order to continue to draw raw material and in order to draw the right type of material. Major General Mason M. Patrick, chief of the Army Air Corps, in an address a few days ago declared that one of the greatest dangers faced by aviation is the strong possibility that a great number of flying schools may spring up which will grind out pilots like the diploma mills turned out doctors. "It takes time," he asserted, "to learn to fly and some persons can never be flyers."

(2) Airports: It will be necessary for the many airports that spring into existence to justify and explain their reason for existence. There will be endeavors to sell stock to the public in many such ventures through the printed word. Advertising men who are called in to perform such work should be certain that the community in which the airport is located can support it. The suggestion has been made that in many instances it would be best for smaller towns throughout the country to create community airports which are supported by a number of surrounding towns.

(3) Aircraft manufacturers: Sales and advertising counsel, from men experienced in selling to both consumer and industrial markets, will be needed by makers of aircraft. Advertising counsel that is called in to sell securities in aircraft manufacturing businesses can help prevent the aviation industry from loading the public with worthless certificates if it refuses to lend ability to companies that are not prepared to withstand a lack of income for a considerable period of time and if help is refused to companies created by blue-sky stock-promoters.

(4) Manufacturers of products

The San Antonio Light

Established 1881

San Antonio's Best Newspaper

THE LIGHT'S NATIONAL LEADERSHIP

First Half 1927

| | 1927 | 1926 | Gain | Loss |
|---------------|---------|---------|---------|--------|
| Light (D) ... | 724,308 | 603,540 | 120,768 | |
| News | 685,245 | 643,328 | 41,917 | |
| Express (D) . | 619,027 | 685,482 | | 66,455 |
| Light (S) ... | 507,370 | 419,678 | 87,692 | |
| Express (S) . | 390,852 | 411,334 | | 20,482 |

Few newspaper situations have been subjected during the past year to more searching examination than San Antonio by national advertisers and agents.

That under such conditions The Light should have made the remarkable record of going from LAST to FIRST—while another newspaper dropped from first to last place speaks for itself.

THE LIGHT has stood the test of time. It was established in 1881 and has grown up with San Antonio during the past 46 years. Today it is a more complete—more interesting newspaper—and more popular with the people of San Antonio than ever before.

**Avoid Duplication—You Can Economically Cover
San Antonio—With THE LIGHT ALONE**

National Advertising Representatives

HERBERT W. MOLONEY
Times Bldg.
New York

JOHN H. LEDERER
Hearst Bldg.
Chicago

AMERICA'S GREATEST INDUSTRIAL EXHIBITION

250,000 attend the Industrial Exhibition at Springfield, Mass., annually. A simple and sure way to build up sales and prospect lists. Direct contacts with jobbers, distributors, dealers and consumers.

Eleventh Annual Exhibition
Sept. 18-24, 1927

Space Now Being Assigned

Eastern States Exposition
Springfield, Mass.

Charles A. Nash, Gen. Mgr.

20 Acres Under Roof

needed by makers of aircraft; by air transportation companies; by airports; by airplane pilots, and passengers: The men in charge of the sales and advertising policies of such companies should study the aviation industry for the express purpose of locating the new business opportunities that it opens to their companies.

(5) Air transportation companies: Organizations that seek passenger and freight business will have to go after it through sales and advertising work. Air mail companies in some way or another will have to take steps to get the public to make greater use of air mail facilities. Mr. Bixby suggests that one way to do this might be through a reduction of the postal rate by the Government and commends to other communities the plan that is now being followed in St. Louis to stimulate the use of air mail. This plan calls for the use of advertising that is paid for by local businesses.

(6) Railroads: To those who are now in charge of selling the passenger and freight services of railroads, Mr. Bixby recommends an immediate and constant study of aviation as a medium of transportation. It is highly probable that in the near future, in his opinion, that railroad and airplane travel will be combined. Another use of airplanes by railroads is as "feeders" from points not now reached.

He stressed the point of consideration of this subject by railroads in order that they might not repeat the "waiting-out" process which characterized their attitude toward motor buses. There is agreement by railroads with this opinion of Mr. Bixby, as there is in other well-informed circles on his other opinions on the sales problems of aviation. Such agreement is to be found in a statement made a few days ago by William P. McCracken, Jr., Assistant Secretary of Commerce for Aviation. Mr. McCracken's statement was to the effect that already five large railroad companies had been in conference with him on the subject of supplementing their rail service with air service.

Convincing Evidence
of the
Prosperity and Responsiveness
of
SPRINGFIELD
and the Western Mass. Market

With national advertisers, during the month of April, using decreased space in 81 out of 86 American cities of over 100,000 population there has been in the Springfield (Massachusetts) newspapers

DURING THE PAST FIVE MONTHS

A Steady Gain
Every Month
In National Advertising

| 1926 | 1927 | Gain |
|-----------|-----------|---------|
| 1,149,260 | 1,250,326 | 101,066 |
| Lines | Lines | Lines |

*During the Same Period Local
Advertising Gained 123,942 Lines*

Figures from the Daily and Sunday Republican,
measurement unit of the Springfield Newspapers

An Ideal Try-Out Territory
Thoroughly Covered by the
Springfield Newspapers
UNION—REPUBLICAN—DAILY NEWS

Net Paid Circulation as of May 31, 1927

| DAILY | SUNDAY |
|----------------|---------------|
| 132,647 | 68,871 |

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 364 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, Associate Editor
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|-----------------|------------------|
| C. B. Larrabee | Roland Cole |
| E. B. Weiss | Andrew M. Howe |
| Thomas F. Walsh | James C. McGrath |
| H. W. Marks | |

A. H. Deute, Special Contributor

Chicago: G. A. Nichols

D. M. Hubbard

Russell H. Barker

Washington: James True

London: Thomas Russell

NEW YORK, JULY 14, 1927

Trade or Association Publications?

When the National Association of Retail Grocers, convening at Omaha recently, passed a certain resolution, those who voted for it must have been thinking of something else. According to the resolution, members of the association are to "refrain from giving or permitting our names to be used by independent publishers of independent magazines or trade publications to the detriment of our local or national association publications, and that we pledge the support to the best of our ability to our associations and their publications."

This resolution gives one the impression that the publishers of independent trade publications are trying to use the names of retail grocers "to the detriment" of asso-

ciation publications. How an independent trade publication, whose success depends upon the success of those whose interests it serves, could, at the same time, be making a wrong or unwarranted use of their names is not at all very clear.

The independent publication in any field is obliged to stand on its merits. In the case of the grocery publications, it is assumed that the retail grocer takes them and reads them; otherwise it would not be necessary to warn him against allowing them to use his name. That he finds these independent publications of interest and value is perhaps one factor that has made him successful enough to join an association.

The association publications referred to in the resolution evidently need support. The resolution pledges it in a tacked-on clause that invokes support for the publications under cover of asking for support for the associations. When a publication needs support, what's the matter? About the same thing as when the public doesn't buy a product, namely, the buyer gets no value for his money. The retail grocer, therefore, who is successful enough to be a member of a national association, must not only take and read his association publications, but must also help do the work of making them interesting enough so that he will want to take and read them and profit thereby.

So there's the independent publication helping to make the retailer successful enough to join an association, and there's the association, made up of successful retailers, pledging its support to its own publications and asking its members to refrain from allowing their names to be used by the publications which are working to make more successful retailers and successful retailers more successful.

Where are the manufacturers of advertised products, who want more successful retailers to sell their products, apt to throw their support? Not, in our humble opinion, behind the association-owned publication.

When Territories Are Cut

There is no doubt that for the remainder of this year salesmen are going to be required to get around more often to see their customers and to work their territories with as little waste motion as possible. Competition is keen in all lines and the salesman with a large and unwieldy territory is at a disadvantage in contrast to his competitor who has less ground to cover and more time to spend in helping his customers with their resale plans. As a result, many sales managers are planning cuts in territory to take effect in the fall or early winter.

One of the most important results to be accomplished in this rearrangement is to make the salesmen feel that their opportunities are not being cut down in direct proportion to the amount of territory taken away from them. It is essential, in days of hand-to-mouth buying, that more calls be made, but to suggest this to a group of loyal salesmen and at the same time to cut down the territory they have covered for many years, is more than likely to cause dissatisfaction and an appreciable loss of morale.

A method which has proved effective in a large number of instances is, first, to suggest a new selling plan.

Though the new territories may have been carefully rearranged, new maps drawn and the whole territory policy decided, the news is withheld. Instead, the sales force is first told of an improvement in the product, a new use, an intensive selling plan with new dealer helps, a new advertising angle, and a consistent advertising campaign to the dealer.

Each man is asked to look upon his territory as an integral part of the new plan.

When this sort of groundwork is laid, before the territory cut is suggested, and when it is further pointed out that the new plan offers the salesman a chance to make more money with fewer long jumps, he is likely to cease thinking of the territory as "his" alone, and to realize that any territory is,

in the final analysis, merely one arbitrarily selected part of a company's distribution and sales plan.

The Weak Spot in Conventions

A great deal of criticism has been launched at the convention idea. There are too many conventions, is one complaint. Three days are taken when one day would suffice, is another. Most of the speeches are by men who have axes to grind, and the talks seldom present a worth-while idea, are two other charges. Then there is the complaint that there are too many professional speakers who talk well but say nothing.

These complaints are all well founded. There are too many conventions. There are too many selfishly inspired speeches, too many dull talks and too many professional speakers who have no real message. With regard to the super-abundance of conventions, the remedy is obvious. The other complaints, however, are not so easily corrected.

As we see it, the solution is up to the program committee. In our opinion, the program committee should be considered the most important of all convention committees. In its hands rests the success or failure of the meeting.

Too often, the members of the program committee are selected with little regard for their fitness for the job. They are no more prepared to lay out a worth-while convention program than they are to lay out the editorial contents of a business paper.

Yet, the two jobs are identical. In each case, it is necessary to select subjects of timely interest—subjects which represent current problems to those who are going to attend the convention or to those who subscribe to the business paper. In each case, also, it is necessary to find the executive best fitted to discuss each topic that has been selected.

We are going to make some specific convention suggestions, based on our own editorial experiences, and we should like to hear from program committee members, as well as from those who compose

convention audiences, as to their feasibility. Here they are:

1. The program committee might well be a standing committee, actively functioning twelve months out of the year. It isn't possible to make up a worth-while program in two or three weeks or even one or two months.

2. This committee ought to meet at least once a month. (Some of these meetings could be held by mail.)

3. At these meetings, each committee member might suggest a certain number of specific topics and a definite speaker for each topic.

4. The members of the program committee ought to be selected from among the best brains of the industry. A particular effort should be made to secure those executives who have demonstrated an ability to forecast the industry's trends and who are in everyday touch with its most intimate problems.

5. When suggestions are sent out to speakers, the topic, in each case, ought to be on a sharp angle of a definite subject, and the idea ought to be explained in detail. Asking a man for a talk on direct-mail advertising is not likely to produce a good speech. But asking a man to speak on a specific phase of direct-mail advertising and telling him, step by step, what the talk should cover, is more likely to assure a successful talk.

6. Every speaker ought to be told approximately how long his speech should be.

7. The program committee ought to work in close co-operation with the business papers covering its industry. The editorial departments of these publications could render valuable assistance in suggesting subjects.

8. Insist upon advance copies of all speeches and reserve the privilege of editing them exactly as a manuscript is edited in a publication office.

That last suggestion would probably be the hardest of all to carry out. We list it, not as something which can be readily brought about, but as a goal worth striving for.

The Agency and Mergers

Recently, there was completed the merger of two companies which for years had been selling two different lines of products in the same field. One of these companies was started a number of years ago and from a comparatively limited capital grew to be a million-dollar organization with an excellent sales force. It was hampered, however, by a cramped factory. The second company has been established for a half century and is noted for the excellence of its work and the spaciousness of its factory facilities. Both companies were covering the same accounts with their salesmen.

For the last two years, the same advertising agency has been handling the advertising of both companies. The agent was quick to see the difficulties under which each company was laboring and to realize that each company had something vital that the other needed. He also saw the waste in the duplication of sales effort caused by two sales forces covering practically the same territory.

Therefore it was the agent and not a financial house who made the first suggestion for the merger. It was the agent who brought the heads of the two companies together, who put them in touch with financial men who would help them consummate the merger and who followed the merger step by step to its completion. Today, the two companies merged into one are launched on a career which promises a bright future.

This incident is just another angle of what comprises agency service today. The advertising agent is like the family doctor; he knows the intimate secrets of business families and knows their weaknesses as well as their strengths. In a day when mergers are thought of as the natural method of bringing about economic improvement, the agent is in an excellent position to discover those organizations which can merge to the best advantage.

R. C. Harmon has been made advertising manager of the Ferro Enamel Supply Company, Cleveland, Ohio.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Corporation

Western Electric Co.

The T. A. Snider Preserve Co.

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap
and Glycerine Producers

Eastman Kodak Company
(Brownie Cameras)

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Public Utilities Association Elects Directors

The Public Utilities Advertising Association elected the following directors at the annual meeting held during the recent convention of the International Advertising Association at Denver: Joseph E. Moorhead, Denver; George F. Oxley, New York; E. Frank Gardiner, Chicago; George Ade Davis, Oklahoma City; and James Lightbody, Vancouver, B. C.

* * *

Davenport Club to Give Lectures in Schools

A series of advertising lectures will be given by members of the Advertising Club of Davenport, Iowa, in the local intermediate and high schools during the fall and winter. The school courses will not interfere with the regular study courses given by the club during the winter.

* * *

Pacific Coast Better Business Bureaus Meet

The Better Business Bureaus of the Pacific Coast held a conference recently at Portland, Oreg. Edward L. Greene, managing director of the National Better Business Bureau, was present. Plans were made to bring about a closer co-operation between the Bureaus on the coast.

* * *

Baltimore Club Organizes Agency Departmental

An advertising agency departmental has been organized by the Advertising Club of Baltimore, Md. Joseph Katz, of the Joseph Katz Company, is chairman of the new group.

* * *

Bridgeport Club Plans Fall Pageant

The Advertising Club of Bridgeport, Conn., is undertaking to interest local manufacturers in an industrial pageant to be held in October.

* * *

Portland Club Appoints Program Chairman

The Advertising Club of Portland, Oreg., has appointed Samuel Fries chairman of the program committee.

* * *

Rochester Club to Hold Outing

The Rochester, N. Y., Ad Club will hold an outing on July 21, at the Sodas Bay Heights Golf Club. Karl T. Soule heads the outing committee.

Trades Approve Codes of Better Business Bureau

The Associated Knit Underwear Manufacturers of America, at their recent semi-annual convention at Utica, N. Y., approved the code of practice drafted by the National Better Business Bureau, which has already been adopted by the infants' wear industry.

Fourteen manufacturers of electrical cleaners have given their approval to the code for the advertising of electrical cleaners as recommended by the National Better Business Bureau.

A majority of the rug manufacturers have approved the six rug classifications also drawn up by the Bureau.

* * *

Appointed by Detroit Club

Theodore G. Seemeyer, Jr., has joined the staff of the Adcraft Club of Detroit to assist on "The Adcrafter" and to work on publicity for the Greater Detroit program. He was formerly with the Fred M. Randall Company, Detroit.

* * *

Des Moines Club Appoints Committee Chairmen

Paul Miles has been appointed chairman of the membership committee by the Advertising Club of Des Moines, Iowa. Louis Crampon was made chairman of the house committee; Martin Mauger heads the publicity committee, and Nary Winter the vigilance committee.

* * *

Display Men to Create Five New Departments

The International Association of Display Men, at the recent convention at Chicago, moved to create five new departmentals within the association. The five departmentals will probably be department stores, clothing, shoes, public utility and display service.

* * *

Louisville Bureau Appoints Caryl Spiller

Caryl Spiller has been appointed manager of the Better Business Bureau of Louisville, Ky. He has been engaged in advertising work at Los Angeles.

* * *

Advertising Club Formed at Calcutta

An advertising club has been formed at Calcutta, India. The new club plans to affiliate with the International Advertising Association.

Plan Campaign to Extend Use of Highway Transport

A world-wide campaign to extend the use of highway transport in all countries was decided upon at the annual meeting of the Bureau International des Constructeurs d'Automobiles, recently held at Paris. A new committee, to be known as the world motor transport committee, was appointed for the purpose of studying and developing plans for the campaign. This committee is headed by Roy D. Chapin, president of the National Automobile Chamber of Commerce, of the United States.

Start Campaign on New Consolidated Film Service

A business-paper campaign has been started by The Consolidated Film Industries, Inc., New York and Los Angeles, to advertise the creation of a new educational service for the production of commercial motion pictures and their distribution to particular groups of consumers. D. C. Ellis has been appointed manager of the new service. The Harold D. Menken National Advertising Agency, Inc., is directing this campaign.

Cigarette Advertising Legal in Kansas

The advertising of cigarettes has been legalized in Kansas by a decision handed down by the State Supreme Court on July 9. This decision rendered unconstitutional the clause of the Cigarette Law which provided that Kansas newspapers could not publish cigarette advertisements. The Court held the clause was unjust and discriminating. The Legislature legalized the sale of cigarettes last February.

W. F. Bull to Join Globe Ticket Company

W. Frank Bull has resigned as manager of the merchandising department of The Eugene McGuckin Company, Philadelphia. He will join the home office sales department of the Globe Ticket Company, of that city.

Paul Fish Joins Williams & Cunnyngnam

Paul Fish, who has been associated with various lumber publications for a number of years, has joined the staff of Williams & Cunnyngnam, Chicago advertising agency, as a member of the research department.

G. C. Jefferson Joins Calvert Lithographing

G. C. Jefferson, formerly with the Campbell-Ewald Company, Detroit, has joined the Calvert Lithographing Company, of that city. He was at one time with Dorrance, Sullivan & Company.

Prefers the Calendar Year to Fiscal Year

ALPHA PORTLAND CEMENT CO.
EASTON, PA.

Editor of PRINTERS' INK:

I have read the article entitled "Natural Fiscal or Calendar Year; Which Is Better for Business?" as it appeared in your issue of June 23, and must say that I do not agree with the conclusions reached by the Bureau of Research of the University of Illinois. My own preference so far as those companies with which I am connected are concerned is for the calendar year. My reasons for this conclusion are doubtless largely personal; as a matter of fact I overcome the objection that the certified public accountant finds it difficult to handle the work promptly at the end of the calendar year by having them go over the books and bring the audit up to date at different periods during the year so that there is only a small amount of work to do for the close of the calendar year.

G. S. BROWN,
President.

A. M. Hollaman Buys "Farm Loans and City Bonds"

Arthur M. Hollaman, who formerly conducted his own advertising business at New York, has purchased *Farm Loans and City Bonds*, Chicago. With the July issue, the name of the magazine will be changed to the *American Real-estate Investor*.

Frank M. Comrie Appoints T. F. Lannin

Thomas F. Lannin, formerly with Critchfield & Company and more recently with the William H. Rankin Company, Chicago, has joined the staff of the Frank M. Comrie Company, Chicago advertising agency, as chief of copy and production.

E. D. Hallock Joins Green & VanSant Agency

E. D. Hallock has joined the copy staff of The Green & VanSant Company, Baltimore, advertising agency. He was at one time with Ruthrauff & Ryan, Inc., New York.

S. N. Phelps, Jr., with "Oklahoma Farmer-Stockman"

Stanford N. Phelps, Jr., formerly with Philip C. Pack, Inc., Ann Arbor, Mich., has joined the promotion department of the *Oklahoma Farmer-Stockman*, Oklahoma City.

C. A. Baumgart to Leave "Successful Farming"

C. A. Baumgart, for the last five years advertising manager of *Successful Farming*, Des Moines, Iowa, has resigned, effective July 31.

When You Buy a Car

IN buying a new car, you probably consider only those with a proved reputation for reliability. Realizing this, a leading automobile manufacturer advertises, "A car's reputation, like a man's character, is built—not conferred." Certainly, advertising men know the value of reputation in buying and selling any product.

Thus, in **SMART SET**, a first-person magazine, we have published stories and articles by such first-rank authors as:

Robert S. Hichens

Lucian Cary

Elsie Robinson

F. E. Baily

O. O. McIntyre

Adele Rogers St. John

William Slavens McNutt

Frederic Arnold Kummer

Thyra Samter Winslow

Lady Drummond Hay

SMART SET

R. E. BERLIN, Business Manager

119 West 40th Street, New York

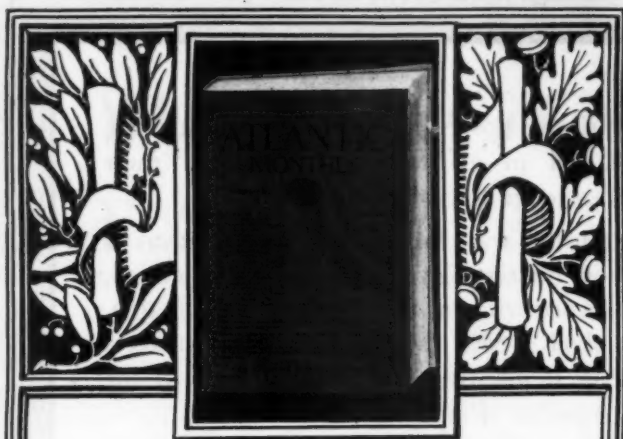
Chicago Adv. Office, 360 N. Michigan Ave.

Writers possessing enviable reputations, skilled in all techniques, rich in their knowledge and portrayal of life.

In this way, first-person stories are made more interesting yet as wholesome, as varied, as worthwhile as the best "old-line" fiction. SMART SET, blazing a new trail, takes a long step forward in the evolution of the magazine of today.

And advertisers find this new, first-person field the most productive. Increased schedules, enthusiastic testimonials all indicate that for the majority SMART SET produces sales at the lowest cost. Proof conclusive that SMART SET, published "for the 4,000,000—not the 400," reaches and is read by a large, unprejudiced, youthful, buying audience.





12 Points of Distinction in
THE ATLANTIC MONTHLY

V

BID \$2.00 — ASKED \$4.00

PAR 40c.

Professor W. Z. Ripley's first article in *The Atlantic Monthly* resulted in early exhaustion of that issue. So great was the continued demand that non-subscribers bid as high as \$2.00 for single copies. Some sales between readers were reported at \$4.00 each.

Since that editorial achievement, circulation has climbed by leaps and bounds, augmented by the recent Marshall-Smith articles which commanded international interest.

**Publication of More Than
185,000 Copies**

Of the May issue gives an unparalleled advertising value at rates still based on 110,000 Net Paid (ABC).

Buy on a Rising Tide!

THE ATLANTIC MONTHLY

A Quality Group Magazine

8 Arlington Street

Boston, Mass.

JULY MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES(Exclusive of publishers' own
advertising)

Standard Size

| | Pages | Lines |
|---------------------------|-------|--------|
| Harper's Magazine | 87 | 19,572 |
| World's Work | 82 | 18,562 |
| Atlantic Monthly | 70 | 15,870 |
| Review of Reviews | 65 | 14,570 |
| Scribner's | 52 | 11,749 |
| Golden Book | 38 | 8,694 |
| American Mercury | 28 | 6,319 |
| The Forum | 19 | 4,275 |
| Current History | 17 | 3,920 |
| Wide World | 15 | 3,472 |
| Munsey's | 13 | 3,024 |
| Street & Smith Comb. | 12 | 2,801 |
| Everybody's | 8 | 2,009 |
| Bookman | 8 | 2,002 |
| Blue Book | 6 | 1,563 |
| Century | 5 | 1,120 |

Flat Size

| | Pages | Lines |
|-----------------------------|-------|--------|
| American | 92 | 39,636 |
| Cosmopolitan | 76 | 32,617 |
| Red Book | 63 | 27,277 |
| Photoplay | 46 | 19,862 |
| True Story | 42 | 18,358 |
| American Boy | 25 | 17,170 |
| Physical Culture | 36 | 15,766 |
| Motion Picture Magazine .. | 35 | 15,101 |
| Smart Set | 30 | 13,185 |
| True Romances | 29 | 12,778 |
| Boys' Life | 18 | 12,254 |
| True Detective Mysteries .. | 28 | 12,132 |
| Dream World | 28 | 12,041 |
| Sunset | 27 | 11,844 |
| Elks Magazine | 24 | 11,276 |
| Asia | 23 | 10,008 |
| Secrets | 21 | 9,375 |
| Better Homes & Gardens .. | 20 | 9,286 |
| Fawcett's | 20 | 8,580 |
| Shrine Magazine | 19 | 8,177 |
| American Legion Monthly .. | 18 | 8,020 |
| The Open Road for Boys .. | 14 | 6,301 |
| Picture Play | 14 | 6,006 |
| Success Magazine | 10 | 4,603 |
| Film Fun | 9 | 3,963 |
| St. Nicholas | 5 | 2,145 |

WOMEN'S MAGAZINES

| | Pages | Lines |
|----------------------------|-------|--------|
| Vogue (2 issues) | 128 | 80,945 |
| Ladies' Home Journal | 93 | 63,374 |
| Harper's Bazar | 77 | 51,926 |
| Good Housekeeping | 103 | 44,520 |
| Woman's Home Companion .. | 57 | 38,864 |
| McCall's | 46 | 31,480 |
| Pictorial Review | 40 | 27,620 |

"We"

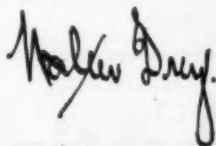
FORBES was the first Magazine to present to the executives of America an authoritative article on the commercial significance of the Lindbergh flight.

This was in June.

In our July issues FORBES establishes an Aviation Division in its Digest of Significant News.

Each new record breaking event receives similar attention.

Service like this has made FORBES the most influential executive adviser in America.



FORBES

FACTS AND FIGURES

explain the increased interest in YACHTING on the part of advertisers and advertising agencies.

YACHTING readers are unusually prosperous as a class. They include owners of steam and power yachts and racing sail yachts of all sizes. And the racing sail yacht owner represents double ownership, for, almost invariably, he is the owner of a powerboat also.

These yachtsmen make up the rich market which YACHTING affords to the advertiser of anything in which men are interested. The psychology of YACHTING advertising is that copy comes to the reader's attention when he is in a most receptive mood and through the medium of a publication purchased for personal enjoyment and careful study.

Send for rate card and sample copy

(Member of A. B. C.)

Yachting

*"The Quality Magazine
of the Boating Field."*

25 West 43rd St., New York City

| | Pages | Lines |
|----------------------------|-------|--------|
| Delineator | 37 | 25,266 |
| Holland's | 31 | 23,566 |
| Modern Priscilla..... | 19 | 12,962 |
| People's Home Journal..... | 13 | 9,252 |
| Woman's World | 12 | 8,577 |
| Fashionable Dress | 12 | 8,485 |
| Farmer's Wife..... | 10 | 7,182 |
| American Girl | 14 | 6,158 |
| Child Life..... | 14 | 6,148 |
| People's Popular Monthly.. | 8 | 5,512 |
| Junior Home Magazine | 7 | 5,136 |
| Household Magazine..... | 6 | 4,913 |
| Today's Housewife | 6 | 4,130 |
| Needlecraft | 5 | 3,910 |
| Messenger of Sacred Heart | 13 | 3,022 |

GENERAL AND CLASS

| | Pages | Lines |
|----------------------------|-------|--------|
| House & Garden..... | 114 | 72,307 |
| Town & Country (2 issues) | 91 | 61,322 |
| Country Life | 70 | 47,701 |
| Vanity Fair..... | 58 | 37,156 |
| Arts & Decoration..... | 53 | 36,078 |
| Nation's Business | 75 | 33,200 |
| Popular Mechanics | 125 | 28,266 |
| House Beautiful..... | 42 | 27,127 |
| Magazine of Business..... | 55 | 23,902 |
| Field & Stream..... | 55 | 23,652 |
| Radio | 47 | 20,909 |
| World Traveler..... | 31 | 19,671 |
| Popular Science Monthly .. | 45 | 19,665 |
| Garden & Home Builder.. | 28 | 17,754 |
| Outdoor Recreation..... | 31 | 13,720 |
| Radio News | 27 | 12,051 |
| National Sportsman..... | 27 | 11,809 |
| Outdoor Life..... | 25 | 11,806 |
| Science & Invention | 24 | 11,001 |
| International Studio..... | 14 | 9,723 |
| Business | 22 | 9,418 |
| Theatre | 14 | 9,243 |
| Radio Broadcast..... | 19 | 8,690 |
| Extension Magazine | 12 | 8,600 |
| Field Illustrated..... | 11 | 8,527 |
| Popular Radio | 16 | 6,936 |
| Scientific American..... | 15 | 6,870 |
| Association Men..... | 16 | 6,765 |
| The Rotarian | 12 | 5,434 |
| Forest & Stream | 11 | 4,828 |
| Nature Magazine..... | 8 | 3,749 |

CANADIAN MAGAZINES

| | Pages | Lines |
|------------------------------|-------|--------|
| Maclean's (2 June issues) .. | 86 | 60,331 |
| Can. Homes & Gar. (June) .. | 73 | 46,709 |
| Can. Home Journal (June) .. | 52 | 36,561 |
| West. Home Mo. (June) .. | 49 | 35,771 |
| Rod & Gun in Canada..... | 22 | 9,726 |

JUNE WEEKLIES

| | Pages | Lines |
|--------------------------|-------|--------|
| June 1-5 | | |
| Saturday Evening Post .. | 140 | 95,561 |
| Liberty | 38 | 24,615 |
| Literary Digest | 51 | 23,623 |



*Are You
Satisfied With
the Number of Towns
You Reach?*

CLIO, Coldwater, Coloma, Constantine all in Michigan. Total population about 10,000; approximately 3000 families. These folks drive 2,000 Fords. Total bank deposits almost \$6,000,000.

And how many copies of your magazines did you say went into these towns?

The one great big beautiful feature of national newsstand distribution the Eastern way is **THOROUGH COVERAGE** and we don't mean maybe.

There are more than 800 wholesalers on

the job and these fellows run real businesses. They are in their game to make money and they do. Why one of our wholesalers in Oklahoma City shoots a 72 on his club course to do this takes practice and time and to have time you just got to have money. Well, these striving sons of serculation (excuse it please) round up 70,000 newsstands to earn their daily bread and pay the upkeep on their Cadillacs and Packards, and this almighty ambition to succeed transfers its complexion to magazines distributed the Eastern way causing them to bloom and flourish on the front rows of newsstands everywhere.

Hey Publishers! Why dontcha ask us how we do it?

Eastern Distributing Corporation

45 West 45th St.
New York City



Telephone:
Bryant 1444

| | Pages | Lines | | Pages | Lines |
|-----------------------------|--------------|--------------|--|--------------|--------------|
| New Yorker | 50 | 21,725 | Outlook | 4 | 1,839 |
| Forbes (Semi-Mo.) | 38 | 17,562 | Youth's Companion | 2 | 1,442 |
| American Weekly | 7 | 14,840 | Churchman | 3 | 1,391 |
| Collier's | 21 | 14,782 | New Republic | 2 | 1,087 |
| Time | 26 | 10,999 | Argosy-All-Story | 1 | 390 |
| Life | 18 | 7,871 | | | |
| Christian Herald | 6 | 4,429 | June 27-30 | Pages | Lines |
| Judge | 9 | 4,174 | Life | 8 | 3,725 |
| Argosy-All-Story | 12 | 2,903 | Outlook | 4 | 1,970 |
| Youth's Companion | 3 | 2,613 | The Nation | 3 | 1,627 |
| Outlook | 4 | 2,109 | New Republic | 3 | 1,522 |
| Churchman | 5 | 2,107 | Youth's Companion | 1 | 1,336 |
| The Nation | 3 | 1,680 | | | |
| New Republic | 2 | 870 | Totals for June | Pages | Lines |
| June 6-12 | Pages | Lines | Saturday Evening Post | 489 | 332,902 |
| Saturday Evening Post | 120 | 81,666 | Liberty | 168 | 108,719 |
| Liberty | 48 | 31,530 | New Yorker | 194 | 83,384 |
| New Yorker | 43 | 18,544 | Literary Digest | 144 | 66,134 |
| Literary Digest | 27 | 13,442 | Forbes (Semi-Mo.) | 111 | 50,616 |
| Collier's | 14 | 9,949 | Collier's | 69 | 47,387 |
| American Weekly | 4 | 8,600 | American Weekly | 22 | 42,652 |
| Time | 19 | 8,109 | Time | 70 | 29,781 |
| Life | 12 | 5,391 | Life | 60 | 25,978 |
| The Nation | 12 | 5,040 | The Nation | 29 | 12,599 |
| Christian Herald | 4 | 3,207 | Christian Herald | 18 | 12,476 |
| Outlook | 7 | 3,124 | Outlook | 25 | 11,137 |
| Youth's Companion | 3 | 2,336 | Judge | 24 | 10,569 |
| Churchman | 4 | 1,906 | Youth's Companion | 13 | 9,176 |
| New Republic | 3 | 1,305 | Churchman | 17 | 7,505 |
| Argosy-All-Story | 5 | 1,194 | New Republic | 13 | 5,871 |
| Judge | 2 | 1,110 | Argosy-All-Story | 23 | 5,193 |
| June 13-19 | Pages | Lines | RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATION | | |
| Saturday Evening Post | 115 | 78,663 | | Pages | Lines |
| Forbes (Semi-Mo.) | 72 | 33,054 | 1. Vogue (2 issues) | 128 | 80,945 |
| Liberty | 39 | 25,648 | 2. House & Garden | 174 | 72,307 |
| New Yorker | 54 | 23,361 | 3. Ladies' Home Journal | 93 | 63,374 |
| Literary Digest | 32 | 14,964 | 4. Town & Country (2 is.) | 91 | 61,322 |
| Collier's | 20 | 13,925 | 5. Mclean's (2 June is.) | 86 | 60,331 |
| American Weekly | 5 | 10,958 | 6. Harper's Bazar | 77 | 51,926 |
| Time | 12 | 5,328 | 7. Country Life | 70 | 47,701 |
| Life | 9 | 4,175 | 8. Can. Homes & Gar. (June) | 73 | 46,709 |
| Judge | 6 | 2,997 | 9. Good Housekeeping | 103 | 44,520 |
| Christian Herald | 4 | 2,846 | 10. American | 92 | 39,636 |
| Churchman | 5 | 2,101 | 11. Woman's Home Comp. | 57 | 38,864 |
| Outlook | 4 | 2,095 | 12. Vanity Fair | 58 | 37,156 |
| The Nation | 4 | 1,890 | 13. Can. Home Jour. (June) | 52 | 36,561 |
| Youth's Companion | 2 | 1,449 | 14. Arts & Decoration | 53 | 36,078 |
| New Republic | 2 | 1,087 | 15. West. Home Mo. (June) | 49 | 35,771 |
| Argosy-All-Story | 3 | 706 | 16. Nation's Business | 75 | 33,200 |
| June 20-26 | Pages | Lines | 17. Cosmopolitan | 76 | 32,617 |
| Saturday Evening Post | 113 | 77,012 | 18. McCall's | 46 | 31,480 |
| Liberty | 41 | 26,926 | 19. Popular Mechanics | 125 | 28,266 |
| New Yorker | 46 | 19,754 | 20. Pictorial Review | 40 | 27,620 |
| Literary Digest | 32 | 14,105 | 21. Red Book | 63 | 27,277 |
| Collier's | 12 | 8,731 | 22. House Beautiful | 42 | 27,127 |
| American Weekly | 4 | 8,254 | 23. Delineator | 37 | 25,266 |
| Time | 12 | 5,345 | 24. Magazine of Business | 55 | 23,902 |
| Life | 11 | 4,816 | 25. Field & Stream | 55 | 23,652 |
| The Nation | 5 | 2,362 | | | |
| Judge | 5 | 2,288 | | | |
| Christian Herald | 2 | 1,994 | | | |

—and the Home Building Department

?

*A Small House for
the Country—A
Model House of
Unique Beauty—
Small House Build-
ing Where Quality
Counts—Home
Building Where
There Are Children
—Decorating the
Walls of Your
Home—The Use of
Drapes in Decora-
tion.*

This home building
service for the reader
vitalizes our col-
umns for the adver-
tiser. We tell 'em—
you sell 'em.

*[Bungalow Building of Quality and
Comfort—in the August issue.]*

S U C C E S S M A G A Z I N E

GRAYBAR BUILDING, NEW YORK CITY

FOUR-YEAR RECORD OF JULY ADVERTISING

GENERAL MAGAZINES

| | 1927 | 1926 | 1925 | 1924 | Totals |
|-------------------------------|---------|---------|---------|---------|-----------|
| | Lines | Lines | Lines | Lines | Lines |
| Maclean's (2 June issues).... | 60,331 | 48,742 | 59,749 | 54,282 | 223,104 |
| American | 39,636 | 36,725 | 37,379 | 39,543 | 153,283 |
| Cosmopolitan | †32,617 | †29,223 | †32,277 | 25,631 | 119,748 |
| Red Book | 27,277 | 25,860 | 22,771 | 26,406 | 102,314 |
| Photoplay | 19,862 | 19,632 | 19,982 | 17,446 | 76,922 |
| Physical Culture | 15,766 | 17,715 | 20,972 | 22,460 | 76,913 |
| World's Work | 18,562 | 16,890 | 17,245 | 16,506 | 69,203 |
| Harper's Magazine | 19,572 | 18,284 | 14,349 | 16,663 | 68,868 |
| Review of Reviews..... | 14,570 | 18,707 | 14,446 | 19,281 | 67,004 |
| American Boy | *17,170 | *14,750 | *12,360 | 16,284 | 60,564 |
| Atlantic Monthly | 15,870 | 15,155 | 13,428 | 15,872 | 60,325 |
| Motion Picture Magazine.... | 15,101 | 14,087 | 12,932 | 13,690 | 55,810 |
| Sunset | 11,844 | 14,057 | 14,853 | 11,602 | 52,356 |
| Scribner's | 11,749 | 14,038 | 10,271 | 12,180 | 48,238 |
| Boys' Life | 12,254 | 11,828 | 10,555 | 8,965 | 43,602 |
| Success Magazine | 4,603 | 6,966 | 11,561 | 9,426 | 32,556 |
| Better Homes & Gardens | 9,286 | 9,012 | 5,587 | 3,569 | 27,454 |
| Century | 1,120 | 3,136 | 4,368 | 6,720 | 15,344 |
| Munsey's | 3,024 | 3,850 | 3,842 | 4,564 | 15,280 |
| Everybody's | 2,009 | 2,797 | 4,534 | 5,765 | 15,105 |
| St. Nicholas | *2,145 | *2,789 | 3,752 | 4,032 | 12,718 |
| | 354,368 | 344,243 | 347,213 | 350,887 | 1,396,711 |

†Hearst's International combined with Cosmopolitan.

*New size.

WOMEN'S MAGAZINES

| | 1927 | 1926 | 1925 | 1924 | Totals |
|------------------------------|---------|---------|---------|---------|-----------|
| Vogue (2 issues) | 80,945 | 91,931 | 70,466 | 61,036 | 304,378 |
| Ladies' Home Journal | 63,374 | 59,988 | 56,378 | 62,851 | 242,591 |
| Harper's Bazar | 51,926 | 52,883 | 44,926 | 32,725 | 182,460 |
| Good Housekeeping | 44,520 | 49,389 | 39,364 | 37,817 | 171,090 |
| Woman's Home Companion .. | 38,864 | 33,260 | 34,884 | 30,559 | 137,567 |
| Pictorial Review | *27,620 | *27,600 | *26,546 | 35,716 | 117,482 |
| McCall's | 31,480 | 26,056 | 20,594 | 20,639 | 98,769 |
| Delineator | †25,266 | 19,462 | 19,168 | 18,916 | 82,812 |
| Modern Priscilla | 12,962 | 14,399 | 11,900 | 16,292 | 55,553 |
| People's Home Journal | 9,252 | 9,498 | 9,220 | 9,837 | 37,807 |
| Woman's World | 8,577 | 8,331 | 8,612 | 6,772 | 32,292 |
| People's Popular Monthly ... | *5,512 | *5,530 | 6,198 | 3,685 | 20,925 |
| Needlecraft | 3,910 | 4,720 | 5,950 | 4,812 | 19,392 |
| | 404,208 | 403,047 | 354,206 | 341,657 | 1,503,118 |

*New size.

†Designer combined with Delineator.

CLASS MAGAZINES

| | 1927 | 1926 | 1925 | 1924 | Totals |
|-------------------------------|---------|---------|---------|--------|---------|
| House & Garden | 72,307 | 71,313 | 59,158 | 54,614 | 257,392 |
| Town & Country (2 issues) .. | 61,322 | 59,119 | 61,524 | 50,184 | 232,149 |
| Country Life | †47,701 | †46,626 | †43,601 | 33,356 | 171,284 |
| Vanity Fair | 37,156 | 45,033 | 36,939 | 29,807 | 148,935 |
| Popular Mechanics | 28,266 | 29,848 | 23,184 | 27,328 | 108,626 |
| Field & Stream | 23,652 | 25,803 | 25,204 | 28,674 | 103,333 |
| House Beautiful | †27,127 | †33,512 | †24,978 | 17,544 | 103,161 |
| †Magazine of Business | 23,902 | 26,225 | 26,082 | 24,123 | 100,332 |
| Arts & Decoration | 36,078 | 24,780 | 22,260 | 13,230 | 96,348 |
| Nation's Business | 33,200 | 24,444 | 17,397 | 18,861 | 93,902 |
| Popular Science Monthly | 19,665 | 18,553 | 15,645 | 20,559 | 74,422 |
| Garden & Home Builder | 17,754 | 24,004 | 14,626 | 8,476 | 64,860 |
| Outdoor Recreation | 13,720 | 15,397 | 16,038 | 18,173 | 63,328 |
| Outdoor Life | 11,806 | 14,346 | 13,474 | 16,984 | 56,610 |
| Science & Invention | 11,001 | 10,054 | 9,496 | 14,717 | 45,268 |
| National Sportsman | 11,809 | 9,819 | 9,240 | 13,501 | 44,369 |
| Scientific American | *6,870 | 10,385 | 11,116 | 15,170 | 43,541 |
| International Studio | 9,723 | 11,444 | 8,417 | 11,163 | 40,747 |
| Business | 9,418 | 10,879 | 10,354 | 8,769 | 39,420 |
| Theatre | 9,243 | 9,248 | 8,808 | 10,854 | 38,153 |
| Forest & Stream | 4,828 | 6,800 | 6,239 | 9,860 | 27,727 |

*New Size.

†Changed to four-column page.

†Formerly System.

WEEKLIES (4 June Issues)

| | 1927 | 1926 | 1925 | 1924 | Totals |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|
| Saturday Evening Post | 332,902 | 344,457 | 321,854 | 302,263 | 1,301,476 |
| Literary Digest | 66,134 | 69,404 | 63,411 | 59,383 | 258,332 |
| American Weekly | 42,652 | 28,405 | 35,802 | †70,015 | 176,874 |
| Collier's | 47,387 | 47,460 | 37,295 | 29,870 | 162,012 |
| Forbes (2 issues) | 50,616 | 33,449 | 46,051 | 17,456 | 147,572 |
| Life | †25,978 | 24,463 | 21,811 | 20,775 | 93,027 |
| Outlook | †11,137 | †17,804 | 18,302 | 20,029 | 67,272 |
| Christian Herald | 12,476 | 13,378 | 15,976 | 14,888 | 56,718 |
| 25 issues | 589,282 | 578,820 | 560,502 | 534,679 | 2,263,283 |
| Grand Total | 1,864,406 | 1,853,742 | 1,725,701 | 1,673,170 | 7,117,019 |

SECOND

in pages of advertising

FOR THE FIRST SIX MONTHS
of 1927 The NEW YORKER
carried the second largest num-
ber of pages of advertising
among all magazines listed in
the Printers' Ink Summaries.

The
NEW YORKER

25 West 45th Street, New York

The Little Schoolmaster's Classroom

THE Schoolmaster wants to sound an added note of warning to the editorial which appeared recently in PRINTERS' INK concerning new companies which are being organized to sell stock in air craft corporations. The natural enthusiasm aroused by trans-Atlantic flights is going to result in so many mushroom enterprises that flying may suffer, in the end.

Since the days when the first rude airplane rocked its way over the dunes of Kitty Hawk, forty-seven airplane factories have been established and have been able to survive the let-down following the World War. Twelve airplane engine factories are operating regularly and thirty-two flying schools are turning out pilots in addition to the Army and Navy flying schools.

Yet, during the month since Lindbergh first winged his way across the Atlantic, no less than fifty companies have been organized in the vicinity of New York City alone, which seek to capitalize on Lindbergh's fame. Get-rich-quick promoters are organizing companies and spreading glowing reports about regular passenger service to Europe, despite Lindbergh's warning that trans-Atlantic passenger service is still several years off.

Members of the Class can do their part in discouraging mushroom enterprises by turning over to the postal authorities examples of any which seem to make false statements. In addition, the Class members can co-operate with local Better Business Bureaus, advertising clubs and Chambers of Commerce to warn the public against putting its hard-earned money into companies which are organized primarily to take away hard-earned money for fantastic schemes.

* * *

Several years ago, an Eveready flashlight was brought out which threw a thousand foot beam. This model was liberally advertised and

each time the Schoolmaster came upon one of the pieces of copy he was duly impressed with the remarkable achievement represented by that flashlight and its 1,000 foot range.

Last week, he noticed a Yale searchlight advertisement in which a model is featured that has "over $\frac{1}{2}$ mile range." This phrase is conspicuously played up in the copy. What a wonderful feat, to be able to throw a ray of light for an eighth of a mile with a little device that fits in the hand!

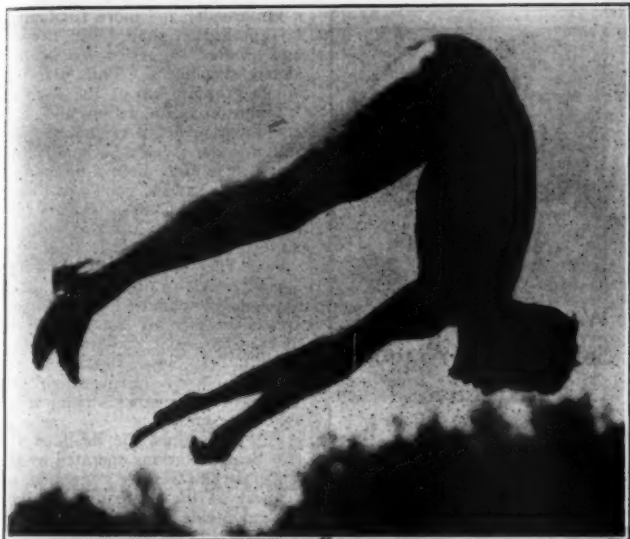
Then, on reading the body of the advertisement, the Schoolmaster observed that this Yale searchlight reveals objects 750 feet away. In other words, a " $\frac{1}{2}$ mile range," is less than 1,000 feet. But that phrase " $\frac{1}{2}$ mile range" somehow conveys a sense of vastly greater distance than does 1,000 feet.

The point, therefore, of this little incident is this: When you talk in numbers, base your figures on that unit which appeals most to the imagination of your prospective customers.

* * *

The Schoolmaster has always been opposed to the idea that a slogan is something thought up on the spur of the moment by a group of inspired "ad-men" sitting around a table. In his humble opinion, few of the jingling, rhyming type of slogans ever amount to much. Most of them are interchangeable and would do just as well for a vacuum cleaner as for a milk bottle.

The slogans that really register, that seem to last and continue to suggest a definite product to the mind of the reader, are usually those which have been evolved from within the business itself. A salesman hits upon a happy way of phrasing a selling argument in a letter to a customer, or a retailer works out an attention-getting line for his own local window display card, and a real slogan has evolved naturally from within the organization. Such slogans seem to have



Playtime!

PLAYTIME—vacation time—a glorious summer of thrills and fun! But soon these boys will come trooping back to school—camping, swimming, and summer life generally—forgotten.

There is Football, a new suit, that radio set that was passed up last Spring, to be considered. From now until the holiday season, boys everywhere will be hungry for the many things that all normal boys want—and generally manage to get.

Thousands of these boys subscribe to **BOYS' LIFE**. It is the one sure way of reaching them with your advertising.

Forms for Sept. close July 20th.

Forms for Oct. close Aug. 20th.

BOYS' LIFE
THE BOY SCOUTS' MAGAZINE

200 Fifth Avenue
New York, N. Y.

Lincoln Building
Los Angeles, Cal.

37 So. Wabash Avenue
Chicago, Ill.

Old Established New York Agency

**Wants an Advertising
Solicitor and Account
Executive**

**We want a man who
can sell the services
of this agency.**

**We offer a first class
opportunity to a real
business getter and
builder.**

**It is not necessary
that he should have
and bring business
with him. Your cor-
respondence will be
regarded as confiden-
tial.**

**Address "R.," Box
217, c/o Printers' Ink.**

a far broader and more fundamental application than those rhymes and jingles suggested by professional sloganeers. Thus the one which grew up out of the Johnson & Johnson organization and was cut down to fit an electric display sign for the factory became "Your druggist is more than a merchant" and won retailers' good-will.

The new Raybestos slogan with a similar genesis, has also a dealer application. It came about this way. The *Seattle Times* offered a \$500 prize for the best local advertisement submitted. The Super-Brake Service of Seattle entered an advertisement with the heading "Don't Test Your Brakes on the Other Fellow's Car," which was adjudged the winner among fifty-two contestants.

Elliot Higgins, the head of the two Seattle stations operated by the Super-Brake Service consented, on request of the company, to allow other local dealers to use his headline as a slogan, and the Raybestos company thus acquired a slogan which came from a logical source. Like the other slogans which "came up from the ranks" this one has a definite bearing on the product and on the retailers' selling problem. The local brake-lining dealer must induce the passing motorist to have his brakes tested occasionally if he is to sell brake linings as replacements. The humorous appeal in the slogan is definite and difficult to confuse with other products.

It is a good slogan because it came from the right source.

* * *

The Schoolmaster is not one of those who maintains that all small retailers are without ingenuity. He has the highest regard for the man who tries to raise himself above the level of mediocrity with an unusual idea, and he is continually finding such individuals among the owners of little shops.

Take, for example, a small hat retailer up near the Yankee Stadium who sells straw hats. It is a well-known fact that when the Sultan of Swat clears the bases with one of his mighty shots over the left-field bleachers, scores of straw hats shoot into the air. Since Mr. Ruth is frequently doing this,



"New Business? There's more than you can handle right there—buried!"

A startling statement. But true in thousands of businesses. Could it be true in *yours*?

In this case it was perfectly substantiated by a tremendous jump in sales during the succeeding quarter.

You wonder how, of course. Particularly when we add that the *increased business was gained without increased overhead*. But it's really extremely simple, like the explanation of most well-founded business successes.

The sole change necessary in the conduct of this sales-manager's business was to bring the buried information in his files out into the open. To put customer and prospect data on Acme Visible records so that a complete and current picture or chart of progress would be *forced* on his attention day in and day out.

Partial users could be worked on, made full users of his product. New users could be kept sold. The drop-

ping off of an old user would signal him warningly as soon as it occurred.

Until you use Acme yourself, you cannot begin to realize how much prospective business has been *hidden* in your customer files. Your partial-user list, alone, would take most of your annual output if properly worked.

We'd like to send you a copy of our new book—"Profitable Business Control"—an authoritative volume of vital business information. The coupon will bring you a copy. Send for it today.



ACME

VISIBLE

RECORDS

ACME CARD SYSTEM COMPANY
1403 Lakeview Bldg., Chicago

Gentlemen:

☐ You may send me your book
"Profitable Business Control"

NAME _____

FIRM NAME _____

CITY _____ STATE _____

WANTED SALES MANAGER

Young man, 30 to 45, with vision and initiative to direct sales force in rapidly developing French perfume house.

Excellent opportunity for an aggressive man with first-class merchandising knowledge and experience, to make profitable connection.

Perfume genuine French import, backed by national advertising. Compensation based on salary and commission on volume of business.

Write for interview giving record for last five years. Experience in cosmetic or perfume field desirable, but man of personality and good sales record in other lines will be considered. Reply "N," Box 215, Printers' Ink.

Buying Power

Because advertisers found it profitable, The Chronicle carried more than the combined financial lineage of the 2nd and 3d newspapers in San Francisco during 1926. And buyers of securities buy everything else!

REPRESENTATIVES

Williams, Lawrence & Creamer, 285 Madison Ave., New York; 388 N. Michigan Ave., Chicago; R. J. Bidwell Co., Times Bldg., Los Angeles; Henry White Stuart Bldg., Seattle.

San Francisco
Chronicle

most of the throwers are probably sorry for their enthusiastic extravagance as soon as the excitement dies down.

The local hatter, having studied this side of human emotion and psychology has the following sign in his window: "Going to the game today? Better walk in and buy one of our cheaper, yet good-looking straws. Why? If the Babe slams one into the bleachers you will probably feel the urge to toss your lid into the atmosphere, and what's the use of throwing a four, five or six dollar bonnet away? Leave your good one here and pick it up on the way home."

The Schoolmaster considers that sign an excellent example of close-to-the-people retailing, and it offers one more reason why every manufacturer should keep in touch as closely as possible with the men who sell his product over the counter. If manufacturers are to get the kind of ideas which can be passed on to the other retailers in other places they must instruct salesmen to be on the lookout continually for such ideas.

* * *

With the bass season now in swing, the Schoolmaster sometimes relaxes for a few moments to think of his favorite fishing spots. Occasionally such mental diversion brings on a period of restlessness.

This occurred the other afternoon, and for want of something to bring his mind back to the business world the Schoolmaster started to thumb through a copy of "Using Radio in Sales Promo-

Handlettering and Design

NICHOLAS J. AMEN
420 Madison Avenue, N.Y.
Phone Murray Hill 5545



**Howell
Cuts** 

for house organs
direct mail and
other advertising

ask for pencils

Charles E. Howell • Fish Building • New York

THE BEST ELECTROTYPES ARE MADE IN NEW YORK



A battery of dynamos in a New York City electrotype foundry. Used to meet some of the electrotype requirements of the Greater City.

\$40,000~\$200,000

THIRTY-ONE electrotype foundries, each representing a capital outlay of forty to two hundred thousand dollars' . . . before a wheel can turn to make one minimum electrotype. This is the New York electrotypers' contribution to better printing and the advancement of the Graphic Arts.

And all so that you in New York City can buy the finest electrotypes and secure service within a few blocks of your office, for the reproduction of a simple type form or your intricate jobs in process colors.

EMPLOYING ELECTROTYPERS' & STEREOTYPERS'
ASSOCIATION OF NEW YORK
Executive Offices: 147 Fourth Ave.

THE BEST ELECTROTYPES ARE MADE IN NEW YORK

WANTED—Young man for Sales Promotion Department of large New England concern having numerous plants sold through various channels, i.e., manufacturers, jobbers, dealers. Must be good on copy and layouts for booklets, folders, and follow-up material. Some engineering and technical knowledge or tendency would be helpful. Those interested should cover all points in letter, including samples, history and salary. Appointments for interviews will be made in New York City. Address "M," Box 214, care of Printers' Ink.

Account Executive
wishes to discuss an interesting situation with an agency of financial standing. Address "O," Box 216, Printers' Ink.

For a monthly close-up of the West—

WESTERN ADVERTISING

564 MARKET ST., SAN FRANCISCO

120 Pages - News - Features - Review - Art
Trial Subscription, 6 Mos. \$1--Sample 25c

Golfdom

THE BUSINESS JOURNAL OF GOLF
100% controlled circulation each month to the President, Manager, Greenskeeper, Greenkeeper and Pro of the 5,000 clubs where golf is played in America.
236 N. CLARK ST., CHICAGO

Mailing Lists

Will help you increase sales

Send for **FREE** catalog giving counts and prices on classified names of your best prospective customers - National, State and Local - Individuals, Professionals, Business Concerns.

99% GUARANTEED
by refund of 5¢ each

ROSS-Gould Co. 444 N. 3rd St. St. Louis
10th St.

tion" by Edgar H. Felix, published by the McGraw-Hill Book Company. There were two significant paragraphs that did the trick. Let the words convey their own message, but be it remembered that the paragraphs are lifted out of the text and are not quoted here to convey, in any sense, the general purport of the book:

"Broadcasting which is undertaken at the cost of reducing expenditure in proved and established mediums of printed advertising is better not attempted. The good-will effect of broadcasting helps the work of other sales means, but, without them, is comparatively helpless. A sponsor whose name is made familiar to the public through broadcasting must offer opportunity to capitalize that good-will by widely featured advertising and well-distributed direct-sales effort. To sacrifice either of these is like removing a stone from the foundation of a building in order to complete its second story.

"Commercial sponsors who meet the expense of broadcasting by cutting into advertising expenditures of proved effectiveness are frequently those who sooner or later demand unmistakable proof of the wisdom of their course."

Florida Citrus Exchange Shipments Gain

During the current season, to May 10, the Florida Citrus Growers Exchange, Tampa, Fla., shipped 4,440,030 boxes of fruit. This compares with 3,958,572 boxes during the 1925-26 period. For the 1909-10 season, the Exchange handled 1,482,359 boxes.

Photostats

of any subject -
By Photographers

Fast Messenger Service

PACH BROS.

28 West 44th Street, New York, N. Y.

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

Announcing

Real Life

Stories

Yes, another new magazine.

But not *just another* magazine.

REAL LIFE *Stories* is a *different* magazine. Not like any now on the news-stands.

REAL LIFE *Stories* lives up to its name.

Stories of real life.

Stories of love, romance and adventure with the thrill and stir of real life.

Stories that deal frankly and fearlessly with the truth that is more startling than fiction.

And, presented in clean, artistic style. Nothing coarse. Nothing sordid. Nothing cheap. Nothing to offend. Just good, clean, wholesome tales of love, romance and adventure true to life.

Well drawn illustrations in color add to the realism and charm of each story.

Beautiful covers by Van Buskirk; good printing on good paper; snappy artistic lay-outs and typography make REAL LIFE *Stories* a joy to the eye also.

A request will bring you a sample copy. Don't miss it.

Address:

Real Life Stories

49 West 45th Street

New York

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

PRINTERS and BOOKBINDERS

Two Revolution Presses, Drum Cylinder Presses, Power Paper Cutters, Lever Paper Cutters, Colts and Universal Presses, Chandler & Price Presses, Golding Jobbers, New Style Gordon Presses, C & P Presses with Miller Feeder, Multi-Color Presses, Folders, Punchers, Perforators, Wire Stitchers, Numbering Machines, Standing Presses, Embossers' Shears, Proof Presses.

At greatly reduced prices and upon most liberal terms.

AMERICAN TYPE FOUNDERS CO.
Ninety-six Beekman Street
New York City

Save you money on publications. Printer producing eight monthlies can take more. High-class work; individual service; only 2 hours from New York; messenger. Stryker Press, Washington, N. J.

MAILING LIST

Direct replies—1926-27 advertising. Never offered before, 75 to 100 thousand. Price very reasonable. M. J. Pessin Co., 15 Park Row, New York City.

ARTIST-LAYOUT MAN—an agency in a new 42nd Street building will sublet very bright office, reasonable, in exchange for work. Box 385, care of Printers' Ink.

WANTED

Publisher's Representative to cover New York for A. B. C. Industrial Class publication in rapidly growing field. Straight commission. Box 383, Printers' Ink.

ADVERTISING AGENCIES

can create extremely profitable new accounts; seeking organization or man for collaboration. Box 382, Printers' Ink.

Experienced trade paper man (advertising salesman and business executive) has \$1000 to invest with services in publication or any going business requiring sales, advertising or executive ability. Box 367, Printers' Ink.

WANTED—Publisher's representative in New York. Splendid opportunity to work most fertile field for regional hardware and dry goods publications. Close cooperation of publisher. Papers well established and highly regarded. No theorists. Box 379, Printers' Ink.

Nationally known advertising and publicity specialist will plan campaigns or render advisory service. Experienced in public relations, counsel and trade association needs. Organizations unable to employ regular advertising manager will find this a valuable opportunity. Box 359, Printers' Ink.

HELP WANTED

Leading publisher wants young man as promotion correspondent. Knowledge of layout and copy writing helpful. Salary \$40. Apply by letter, stating education and experience in full. Box 363, P. I.

WANTED

Experienced free-lance feature writers. Manufacturing, merchandising, management subjects. Space rates. Address Box 386, Printers' Ink.

ADVERTISING ILLUSTRATION SALESMAN

Producer for permanent position. Real opportunity. Location, New York. Write fully in confidence. Box 390, P. I.

WANTED

Salesman for photo-engraver in Southeast, with some knowledge of engraving, printing and direct-mail advertising. Box 1339, Charlotte, N. C.

An advertising salesman, willing to prove his mettle on commission before talking salary or draw, will find wonderful ground-floor opportunity with new trade paper enthusiastically welcomed by its industry. Box 387, Printers' Ink.

A CONTACT MAN

is required by a well-established Art Service in New York City. He must be a man of forceful personality with agency experience and a wide acquaintance in the Advertising Circle. In exchange for these qualifications we have an interesting proposition. Box 361, Printers' Ink.

SALES MANAGER—Established manufacturer well-advertised electrical products requires experienced sales executive to manage Chicago Branch. Must be man of forceful character with successful record and earning power. Splendid opportunity. Give full details—correspondence strictly confidential. Box 371, P. I.

ADVERTISING DISPLAYS

Man with punch, who knows manufacturer's needs on window display material, wanted by leading manufacturer of silk-screen paint process posters and photographic displays. If you are worth \$5,000-\$15,000 a year, let us hear from you. Box 362, Printers' Ink.

Advertising Agency Solicitor with acquaintance among advertisers is wanted by aggressive young agency now ready to expand business. Successful agency experience absolutely essential. Connection should interest man who seeks to make the most of his opportunities in a congenial organization fully equipped for service. Write in confidence. Liberal drawing against commission. Our own staff has read this advertisement. Box 380, Printers' Ink.

Wanted—Advertising Manager, Retail Time-Payment Furniture Store. Give details of experience, qualifications, salary and references in first letter. Welch & Co., 1107 Olive St., St. Louis, Mo.

WANTED—Someone who has had successful experience collecting slow and bad mail-order accounts. Box 360, Printers' Ink.

MISCELLANEOUS

Chalk-plates make good line engravings. Simple, cheap, quick. Send for samples and prices.

JANES ENGRAVING PLATE CO.
Quincy, Ill.

POSITIONS WANTED

Thoroughly experienced advertising manager for manufacturer or agency. Plan, copy, layout, contact. Direct mail, trade papers, newspapers, mail order. Age 32, married, moderate salary. Box 384, P. I.

OF VALUE

SALES-ADVERTISING EXECUTIVE Able, experienced; record, credentials upon request. (Present company liquidating.) Box 375, Printers' Ink.

SPECIALTY SALES

WOMAN—excellent sales type—wants junior sales position or specialty pioneering, New York City. Box 368, P. I.

EXECUTIVE SECRETARY

Over six years' experience advertising sales and publicity by mail and personal contact. Independent correspondent. Assume responsibility. Box 373, P. I.

ADVERTISING ARTIST

Twelve years' advertising experience—layouts, finished roughs, lettering, design. Now available. Box 374, Printers' Ink.

COPY WRITER

Ten years copy chief big New York agencies. Full or part time. Box 377, P. I.

VISUALIZER

Position wanted with agency, lithographers or manufacturer. Besides art training, 15 years' business experience. Correspondent, advertising manager, manager of sales. Box 376, Printers' Ink.

University graduate, specializing advertising. Two years as advertising manager with important manufacturer. Other sales and advertising work. Want further advertising experience with manufacturer or agency. For full information address Box 388, Printers' Ink.

Advertising Manager

Capable agency executive and direct-mail expert, art director, convincing copy writer, visualizer and designer. Versatile, practical, presentable, reliable, go anywhere. Box 366, Printers' Ink.

AVAILABLE

Young man, 24, experienced contact, analysis and publicity, for contact, sales promotion or kindred field. Adequate salary and possibilities. Box 369, P. I.

ARTIST

Lettering, layout, design. Wishes position in Ohio or Michigan city. Samples on request. Address Box 365, P. I.

A-1 typographer, practical printer with printing office and agency experience. Carnegie Tech and Columbia training in printing, advertising and direct mail. Knows estimating, costs, engravings, paper, etc. Bought and sold printing. Seeks opening with agency or printer in production or service department. Age 30, Christian. Box 389, Printers' Ink.

IF THE ORDINARY

VISUALIZER WON'T DO

interesting story awaits organization requiring unusual type creative merchandising sense in illustration ideas, physical appearance, art direction; largest 4A agency experience national magazine advertising, direct mail, window displays, etc.; go anywhere; salary \$150 weekly. Box 364, Printers' Ink.

CAN YOU USE THIS VERSATILE YOUNG MAN?

He is 22, has college and art school training and several years' practical advertising experience. He can write, design layouts and dummies and finish simple art work. He is available at once for commercial concern or agency. Box 378, Printers' Ink.

ASSISTANT

Available for Advertising Executive Four years' secretarial-advertising experience, including one year at mechanical production work. Clean-cut Christian, 23; college trained; experienced secretary-stenographer.

I am looking for a real opportunity with a big executive who wants a capable assistant with excellent possibilities for development. Box 372, Printers' Ink.

VERSATILE MAN FOR AGENCY OR ADVERTISING DEPARTMENT

Exceptional copy man with ability to create, write; make layouts with sketches for illustrations; make pen and ink designs and lettering to complete work. Skilled in making wood cuts. Requisite appearance, personality and experience for meeting business executives. Will make change about October 1. Box 381, Printers' Ink.

COPYWRITER

University man with a keenness for layout and typography, a knowledge of engraving, printing, lithography, who for five years has worked with technical men in two fields in the preparation of advertisements, bulletins, booklets, folders, catalogs, etc., seeks New York connection where he can put his own writing ability to work; available now or in the Fall; Christian, 29; married. Box 370, P. I.

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"The car that is safest has the right to be fastest"



Automobile Advertising that Must be Believed

A FRESH, clear note in automobile advertising is struck in the announcements of the new Challenger Models of the Safety Stutz.

For the speed-capabilities of these surpassingly high-powered cars are being presented to the public solely by Official A. A. A. Records and Factory Guaranties. "Stutz Speed is Stamped Sterling."

Above a confusing chorus of claims and contentions, this note of incontrovertible proof and confidence rings like a bell-buoy over a troubled sea.

It is our privilege to co-operate with the officials of the Stutz Motor Car Co. in preparing advanced advertising for an advanced automobile.

The
EUGENE McGUICKIN
Company
PHILADELPHIA

ADVERTISING

After two years of advertising

FRIGIDAIRE'S
CHICAGO SALES ARE
TWELVE TIMES
WHAT THEY WERE
IN 1924

IN 1925 the Stover Company, Chicago distributors of Frigidaire, started to advertise. They used 21,532 lines of Tribune space; in 1926 they used 45,271. The 1927 campaign runs well over this figure.

In March, 1926, I. K. Stover, president of the Stover Company, wrote The Chicago Tribune: "In the last six months our sales have quadrupled over the same six months of last year."

On March 7, 1927, Mr. Stover again wrote to The Tribune: "The amount of Frigidaire sales in the year 1926 was over four times what it was in 1925."

"More Frigidaires were sold than all the other electric refrigerators combined. We attribute a real share of the credit for this great increase to our 1925 and 1926 advertising campaigns in The Tribune."

A total of 66,803 lines of black and white and rotogravure was the driving force behind Frigidaire's sales organization in its climb to leadership. In 1927 they expect to break all previous sales records.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

SUPREME IN CHICAGO

First in Advertising — First in Circulation